Ali has a great passion for health and fitness that is reflected in his determination to teach and motivate his clients to achieve a healthy lifestyle through exercise and nutrition. His educational background in sports and exercise science and love for technology gives him the platform to use the latest scientific research and technology to provide cutting edge fitness assessments in order to design custom tailored exercise and nutrition plans. His approach is science based that is creative and enjoyable. He designs workouts that clients look forward to that are based on sound scientific research that will help them achieve their goals in a safe and efficient manner. Ali understands his client’s needs and how to deliver great workouts thanks to the coaching knowledge he gained completing his MSc in strength and conditioning. Having worked with clients from over 40 different countries, ranging from complete beginners to athletes training for peak performance, he will help provide you with the tools you need to achieve your goals and take control of your health and fitness.