

MARTA MONTENEGRO
THE LEADER. THE MENTOR. THE VISIONARY

MIAMI – Once an honor student and promising journalist, Marta Montenegro is now at the height of her career, but there is much more to come. She is the Founder, Publisher and Editor-in-Chief of *SOBeFIT Magazine*, a publication that has won more than a dozen industry awards, and serves as a professor at Florida International University. She is also a certified fitness trainer, strength and conditioning coach, and exercise physiologist, providing encouragement to anyone who is looking to better their lives through fitness, nutrition, health and sports.

Certified Personal Trainer/Strength & Conditioning Coach

Marta's dedication to fitness and health is present every day from the moment she wakes up — and it never leaves her side. But she didn't always feel this way. At age 18, Marta experienced the loss of her father and found comfort in exercise. She has often said that "at the time [exercise] acted as an outlet for me to relieve emotions and stress." Through rigorous training, Marta became certified as a fitness trainer and strength and conditioning coach, and at one point owned and operated her own gym in Venezuela. Throughout the years, Marta developed the strategy of fusing dietary guidelines, medicine and fitness to design customized wellness plans for patients with special medical needs. This interest prompted her to create programs like *Fit RX*, *Top Trainer* and the *Montenegro Method*, which are featured in each issue of *SOBeFIT Magazine*. Because of her knowledge and expertise, Marta is a regularly featured guest on various health/fitness-related radio shows and television, including the 97.3 FM morning show *Those Two Girls in the Morning* and the well-known health/wellness radio program *Dr. Fitness & The Fat Guy*.

~Founder, Publisher & Editor-in-Chief~

Marta launched the first issue of *SOBeFIT Magazine* in December 2008, but the concept was years in the making. Her training began in 1998 when she assisted both financially and professionally in the launch of the Venezuelan newspaper *Diario La Verdad*. Marta excelled in reporting on economic issues and served as assistant to the Press Chief at the Venezuelan Embassy in Washington, D.C. Marta has said that while serving as the chief correspondent for the financial and economic sections of the newspaper, "my career highlight was interviewing former Vice President Al Gore."

Today, Marta is the Founder, Publisher and Editor-in-Chief of *SOBeFIT Magazine*, and has the mission to provide readers with news and advice on fitness, nutrition, health and sports. She has assembled an editorial team with some of the most qualified advisors, writers and contributors, including Dr. Michael Ozner, Dr. Leslie Baumann, former NBA Pro Alonzo Mourning, "The Diet Detective" Dr. Charles Stuart Platkin and former All-Pro Miami Dolphins Linebacker John Offerdahl. Marta has also implemented two iconic *SOBeFIT* events in South Florida — the *SOBeFIT 5K Run/Fitness Festival* and *The Fittest Person of the Year Contest*. The magazine has received many awards, including *Best New Magazine*, *Best in-depth Reporting* and *Best Feature Design* by the Florida Magazine Association (FMA). Marta is also a board member of the FMA. The following are original concepts created by Marta that are featured in each issue of *SOBeFIT*.

- **Fit RX** – As an exercise physiologist specializing in exercise rehabilitation for special populations, Marta took her experience working with people with different medical conditions to create a workout prescription that is user friendly and easy to follow. Topics have included osteoarthritis, diabetes, hypertension, asthma, HIV/AIDS and more.
- **Top Trainer** – This section showcases Marta's extensive fitness knowledge as she guides celebrities, who are either amateur fitness enthusiasts or athletic professionals, to perform different routines based on their preferred sport or practice. Different features have focused on working strength, power and agility, extensions, flexions and lunges.

- more -

- **Montenegro Method** – as a fitness expert and former gym owner, Marta has always taught her clients to make small adjustments to maximize their workout. This section features a simple exercise and a step-by-step guide on how to do it better than your best.

~Finance & Exercise Physiology Educator~

Marta has a passion for learning and has two master's degrees — one in finance and one in exercise physiology. After receiving her master's in finance, she was as an assistant professor of finance at a premier institute in Latin America, as well as a journalist for a handful of financial publications in Venezuela. Once receiving a master's in exercise physiology, Marta became an adjunct professor at Florida International University, designing and establishing two new courses for the college, exercise physiology and exercise physiology for special populations. Marta also oversees interns in the cardio-rehabilitation and exercise physiology areas.

~Published Author~

Throughout the years that Marta owned her gym, she was approached with many questions on how to eat better, stay healthy and exercise. She developed a library of tips and recipes, and later turned them into a book titled *Forget Dieting! Exercise and Learn to Eat*. This led to distinction among local and national media outlets, including well-known networks like CNN, NBC and Univision.

For more information about Marta Montenegro and MM Branding, visit www.sobefitmagazine.com.

~SOBeFIT Magazine~

SOBeFIT Magazine is the first title from MM Branding, whose parent company, ABA Capital Group, is an investment holding firm founded in 1990 with interests in the United States, Panama, Colombia, Dominican Republic, Barbados, British Virgin Islands and Venezuela. The bimonthly magazine unveiled its premiere issue in November/December 2008, and aims to provide news and advice on fitness, nutrition, health and sports, with the guidance of a passionate, strong and committed editor-in-chief who supports and believes in the achievement of excellence through small steps. Also the Founder and Publisher, Marta Montenegro has assembled the most qualified team of advisors, contributors and industry-leading visionaries at the top of their game, who, along with SOBeFIT Magazine's remarkable editorial team, provide expertise and creativity to empower readers with practical and relevant material. SOBeFIT magazine is strategically distributed among high-profile gyms, hospitals, doctor's offices, malls, restaurants, high-end grocery stores, airports and colleges, reaching a **BPA-audited** circulation of more than 50,000 copies. Including event distribution and newsstand sales, the magazine is read by more than 157,000 people nationwide. SOBeFIT is the winner of a 2008 Fame Award for "Best Launch Party" and winner of five 2009 Charlie Awards, including "Best Service Feature," "Best Department," "Best Illustration," "Best In-Depth Reporting" and "Best Feature Design," and a Silver Award for "Best New Magazine." To learn more about the contents of SOBeFIT, visit www.sobefitmagazine.com.

~MM Branding~

MM Branding is a global multimedia company that encompasses different areas of business, with an invested future in videos, cosmetics, books and more. Marta Montenegro has applied her strong background of finance, fitness and education to act as the leader and visionary behind MM Branding. She is also the Founder, Publisher and Editor-in-Chief of SOBeFIT Magazine, the first title under MM Branding. Aside from her professional training certifications, Marta holds a Master's Degree in Finance and one in Exercise Physiology, and has contributed to local and national media outlets on topics ranging from nutrition and diet to sports medicine and personal fitness. To learn more information, visit www.sobefitmagazine.com.

~ Marta Montenegro~

Marta Montenegro is a Venezuelan-born journalist, author, financial analyst, fitness expert and professor at Florida International University. Aside from her professional training certifications, Marta holds a Master's Degree in Finance and one in Exercise Physiology. She has contributed to local and national media outlets on topics ranging from nutrition and diet to sports medicine and personal fitness. Her daily fitness routine consists of running at 3:00 a.m., followed by a session of weight lifting, boxing and stretching. E-mail Marta with questions at askmarta@sobefitmagazine.com.

#

Contact:
Allison Robins
SOBeFIT Magazine
Phone: (305) 375-9595, ext. 227
E-mail: arobins@sobefitmagazine.com
Visit: www.sobefitmagazine.com