

## New Fitness Marketplace Hires Fortune 500 Advisory Board Members Hired from AdvisoryCloud

*The advisory board includes executives from adidas, CVS Pharmacy, Oracle, Puma, Merrill Lynch and 20th Century Fox*

**MAY 8, 2018 – PHILADELPHIA, Penn. & NOVATO, Calif.** – [Fry Egg](#), an online fitness marketplace, turned to AdvisoryCloud to find and hire executive advisors with the expertise and guidance to help manage its growth and long-term success. Founded by [Tristan Chaudhry](#), Fry Egg’s new approach to health and fitness programs is growing rapidly with its user-base increasing 10-fold per week. With the help of AdvisoryCloud, Fry Egg is poised for success with an advisory board that includes executives from Fortune 500 companies including adidas, CVS Pharmacy, Oracle, Puma, Merrill Lynch and 20<sup>th</sup> Century Fox.

“AdvisoryCloud introduced us to highly-qualified advisors from major brands in sports apparel, wearable tech, health insurance, government, blockchain and cryptocurrency industries,” said Tristan Chaudhry, founder and CEO of Fry Egg. “Every field we need is represented in this group of advisors including sales, business development, operations, technology and marketing. I couldn’t be happier with the advisory board that I built using AdvisoryCloud.”

Fry Egg joined AdvisoryCloud, an online marketplace for advisory work, to search for pre-screened executive-level candidates based on its desired criteria and qualifications. AdvisoryCloud’s team worked one-on-one with Fry Egg to help identify and hire a dedicated group of advisors. With a member base of thousands of executives with leadership experience ranging from entrepreneurs to Fortune 500 companies, AdvisoryCloud is the bridge to connecting businesses with executive talent for advisory work.

“Knowledge, experience and great connections are crucial for a young company like Fry Egg,” said Jonathan Aspatore, founder and CEO of AdvisoryCloud. “Most CEOs recognize that the advice of trusted advisors is vital to the growth of their business. However, most CEOs are not sure how or where to find these advisors. That’s why we started AdvisoryCloud.”

Fry Egg has seen significant momentum since the hiring of an experienced executive advisory board from AdvisoryCloud. The advisory board has provided Fry Egg with business advice, new contacts and helped to cultivate new partnerships with major brands including Garmon and Under Armour. Fry Egg plans to work closely with the board members to build on these business opportunities and create new ones that will help educate and drive awareness in the fitness and training communities.

To meet Fry Egg’s advisory board and learn about Fry Egg’s experience using AdvisoryCloud, read the case study [here](#).

**About Fry Egg**

Fry Egg is an online fitness marketplace that connects personal trainers, dietitians and nutritionists to create, design and sell custom diet and workout plans to people all over the world. Fry Egg is poised to disrupt the traditional gym membership experience with its modern approach to fitness training that aims to get more people eating right, working out, and most of all, reaching their fitness goals.

### **About AdvisoryCloud**

AdvisoryCloud is the leading platform for advisors, providing executives with the resources, opportunities, and tools to monetize their knowledge as an advisor. With AdvisoryCloud, executives work with innovative companies, startups, and non-profits through any length of engagement from one-on-one phone meetings, to specific projects, to formal advisory board positions. Companies benefit from using AdvisoryCloud by getting the right advice at the right time from high-performing executives that can help grow their business.

Founded in 2012, AdvisoryCloud is a private company headquartered in Marin County, California with offices in Boise, Idaho and Orange County, California. For more information, visit [www.advisorycloud.com](http://www.advisorycloud.com), and join us on [Twitter](#), [Facebook](#), and [LinkedIn](#).

### **Contacts**

Jessica Fanelli

415-943-9915

[Jessica.fanelli@advisorycloud.com](mailto:Jessica.fanelli@advisorycloud.com)

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