



Case Study:

Xponential Fitness

Health & Wellness Franchise

 Global



myTOD
Consumer

Embedded
Model

xponential.com

About Xponential Fitness:

Xponential Fitness is the world's largest franchisor in the Health & Wellness industry, encompassing boutique brands such as Club Pilates, StretchLab, Pure Barre, and Rumble. Club Pilates and StretchLab are each recognized as the #1 brand in their respective categories.

Xponential engaged myTOD during a period of rapid growth and organizational change. With a new CTO leading multiple technology initiatives, the company aimed to expand its tech team by 25 hires in 2025.

Xponential lacked a dedicated recruiting function. Hiring had been managed by HR, which had recently experienced headcount reductions. They were looking for an experienced partner to provide immediate, hands-on recruiting support and structure.

The Challenge:

Resources: Outdated tools and limited personnel made it difficult to manage recruiting effectively and scale operations.

Efficiency: All post-application steps—such as screening notes, interview stages, scheduling, and feedback—were managed over email. This created administrative burden, delayed feedback, and redundant data entry, ultimately slowing hiring velocity and overall efficiency.

Structure: Lack of defined hiring workflows and standardized recruiting processes, resulted in inconsistent execution across roles and teams.

The Solution:

Communication: Introduced weekly syncs with key stakeholders to ensure alignment and adaptability throughout the engagement.

Organization: Built and maintained a shared spreadsheet tracking all open roles, screening questions, candidate notes, and interview progress, enabling real-time visibility and collaboration among hiring managers.

Efficiency & Process: Introduced “interview blocks,” allowing managers to pre-set dedicated interview times, which accelerated scheduling and reduced time-to-fill. Defined clear, repeatable interview workflows for each role to ensure structure and consistency across teams.

Systems: Recommended modern ATS platforms to replace manual tracking methods, prompting the CTO to quickly move forward with implementation. Gained calendar access to streamline interview coordination.

Personalization: Tailored the approach to support their rapid growth phase by maintaining transparent, high-frequency communication to keep all teams aligned on priorities, process updates, and hiring progress.

The Results:

- ✓ Roughly \$2.8 Million in salaries placed by myTOD, including key hires, such as Data Analytics and BI Lead, Head of Total Rewards, and VP Digital Marketing & Paid Media.
- ✓ Significant improvements in communication, process consistency, and stakeholder confidence. Stronger relationships established with hiring leaders, and the CTO expressed satisfaction with the partnership’s structure and outcomes.
- ✓ Engagement extended by 3 additional months based on success and partnership quality. The partnership concluded in month 6 due to myTOD fulfilling the assigned requisitions.

Cost Savings of over 390,000 compared to standard agency fees





The Timeline:



April 2025

Partnership begins with client onboarding call

May 2025

A second Talent Partner was added to the account due to HR downsizing, with myTOD's flexible model providing the ideal solution.

May 2025

myTOD's first placement made within 6 weeks: Data Analytics & BI Lead

June 2025

myTOD made 7 additional placements by the end of June, totaling \$1.4 million in salaries across Legal, Tech, and HR divisions.

August 2025

7 additional key hires are made in July and August, including:

- Cloud Architect
- Principal Data Affairs
- Applications, Platforms & Tech Solutions Lead
- VP, Legal Affairs

August 2025

Partnership ends due to myTOD successfully fulfilling the assigned requisitions.



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Key Takeaways:

2.8M

Salaries
Placed

390K

Cost Savings
Provided

100

Client
Satisfaction
Score

15

Candidates
Placed



“Partnering with the myTOD team was truly a game-changer for us. We were hiring against aggressive deadlines and juggling several larger organizational initiatives at the same time, so having their support was invaluable. Our Talent Partner was incredibly proactive and communicative, with a rare ability to anticipate hiring challenges before they surfaced and help us navigate them quickly. In a highly competitive tech recruiting market, she consistently delivered high-quality candidates and kept the process moving seamlessly. The opportunity cost of missing those hires would have been significant, and myTOD’s expertise ensured we met our goals without compromising on quality.”



–Alec Pedersen
Senior Talent Acquisition Partner at
Xponential Fitness



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