

# Profile

Talent Management



## MICHELLE BRIDGES

In today's weight conscious society where childhood obesity, meal replacements and 'quick fixes' dominate the social conversation, the unfiltered message delivered by Michelle Bridges comes as a welcome relief.

Co-founder and owner of the **12 Week Body Transformation (12WBT program)**, Michelle mixes her years of training and experience with heart-warming compassion, winning the hearts and minds of Australians of all ages, fitness levels and genders.

Michelle is one of Australia's most influential personal trainers, a best-selling fitness, nutrition and mindset author and a national commentator on health and wellness issues.

With thousands of online clients experiencing amazing well-being and weight loss results – it's no wonder she is one of Australia's most highly regarded health and fitness experts!

Michelle is the author of seventeen books, including her latest release '12WBT Low-Carb Solution'. Michelle's other Best-Selling books include Keeping It Off, Food For Life, Make it Happen, Powerful Living, Crunch Time, No Excuses Cookbook, Losing the Last Five Kilos and Your Best Body. Michelle also has an extensive range of eBooks and DVDs and in 2015, she released her first workout compilation album, **Booty Blitz Trax**, through Sony Music Australia. The album went straight to #3 on the iTunes Chart!

Michelle's 12 Week Body Transformation (12WBT) program, is now in its 11th year, has had hundreds of thousands of people complete the program and has stripped over 2 million kilos off its members! As Australia's most trusted health and fitness program, 12WBT has established itself as the 'go to' program for unique exercise, nutrition, and mindset content, with an enviable online community to boot! Together with her team of inspiring experts, Michelle continues to help her members smash their goals whether it be to lose weight, get stronger, learn to run, train for a half marathon or get in shape post-baby! The transformations speak for themselves. In 2024 Michelle launched 'The Menopause Method' within 12WBT. A specific program for women who are going through menopause and providing a platform with health, wellbeing and nutrition assistance during that time.

Michelle has enjoyed an extensive media career, best known as the straight talking trainer across many series of Channel Ten's ratings heavyweight **The Biggest Loser** and regularly features across a variety of different mediums including TV

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and radio. In 2019, Michelle was a fan favourite on Network Ten's **Dancing with The Stars**, and in 2021, Michelle appeared on Channel 9's, **Celebrity Apprentice**,

raising \$20,000 for her charity, **Women's Community Shelters**. In 2024, she braved the African jungle as a popular contestant on Channel 10's ratings hit **I'm A Celebrity Get Me Out Of Here**,

Having spent years contributing to publications such as Prevention, Body + Soul and Women's Health, Michelle continues to be a trusted voice in all things health and wellness. Michelle has also shot various high profile covers for magazines including **The Australian Woman's Weekly, Stellar, Sunday Life, and Woman's Health**.

Michelle launched her popular MB Active range exclusively to BIG W. Paving the way for inclusive activewear, **MB Active** was one of the first Australian brands to offer activewear from sizes 8 to 26. Designed for all shapes, sizes, budgets and fitness levels, MB Active has spanned various categories during its 10-year heritage including women's wear, girls wear, accessories, fitness equipment and kitchenware.

Michelle has broken two Guinness World Records; 2012 for the largest circuit fitness class in Melbourne, Australia and in 2014 for the largest exercise ball class live on NBC's Today Show at Rockefeller Plaza in New York City.

Michelle launched **Delicious Nutritious** a range of healthy deli and frozen meals that she developed with supermarket giant, **Woolworths**. The Delicious Nutritious range won several Healthy Food Guide Awards during its four-year retail period. Along with a bespoke range of MB Active kitchenware, Michelle's products helped to make hydration, meal preparation and meal storage easier than ever.

Michelle has been a big supporter of various charities over the years, including the **RSPCA** with whom she works to advocate for the welfare of animals.

Michelle is a sought-after public speaker who is regularly engaged by corporations to speak on a variety of subjects including motivation, fitness, nutrition and exercise. These keynote addresses have paved the way for Michelle to headline a range of major events as well as featuring as a guest speaker at other distinguished events such as **The Arnold Schwarzenegger 'Total Success Summit'**.

Michelle is a proud mother to 7-year-old son Axel.

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