



Tania Binder

Vice President of Global Sales

TRX

TRX, formerly known as Fitness Anywhere, designs, develops and delivers revolutionary exercise equipment, professional education and training programs for athletes, commercial fitness centers, corporate wellness programs, physical therapists, and all branches of the US military. As the Vice President of Global Sales, Tania Binder is responsible for driving the company's revenue and growth in over 80 countries. Since joining the company in 2007, TRX revenues grew 2297%, placing TRX 108th in the 2010 Inc 500. With a successful track record of achieving sales targets and building effective teams at both early-stage and large-enterprise companies, Tania brings 15 years of sales, marketing and business development experience to TRX. Prior to joining TRX, Tania worked in the software industry, most recently having direct sales responsibility for a \$98 million business at BMC Software (a \$1.5 billion enterprise software company). Tania earned both a BA in Human Biology and a MA in Organizational Behavior from Stanford University.