

Besides being the CEO of NutritionUSA, Gus is NutritionUSA's greatest evangelist, guiding the spirit and integrity of our company. His vision is that NutritionUSA will become the most highly trusted health products company for any individual, regardless of age, sex, or activity.

In 1994, Mark Mastrov hired Gus as the National Supplement Manager for 24 Hour Fitness. Before this, 24-hour gyms nationwide did not sell supplements. Gus implemented the infrastructure (online ordering from shops, loss prevention, logistics, and sales programs) that turned supplements into a vital profit center at 24 Hour Fitness. In 1996, Gus came to Champion Nutrition and continued his push to bring healthy supplements into larger gym chains across America. He proved his worth on the operational side of the business when, in 1998 and 1999, he oversaw the modernization and reorganization of many departments within Champion Nutrition before Y2K and became an integral part of Champion's operations.

Gus has competed in bodybuilding since he was a teenager. In 2006, he earned his IFBB pro card. In 2015, at 52, Gus won the IFBB Pro masters competition.

NutritionUSA carries on the legacy of FitProUSA, a sports nutrition company responsible for one of the highest-quality protein shakes in the world. The detrimental consequences of COVID-19 on FitProUSA caused the company to shut down. Gus has spent the last few years building NutritionUSA from the ground up as a Natural, Powerful, and Safe supplement company that promises to deliver exceptional results while being suitable for any type of individual, whether it be an athlete at any level, bodybuilder, or weekend warrior, and for the planet as well.

Gus says, "Today, if you want to get in shape, it's not hard to find a good trainer and a good gym. Maintaining healthy nutrition is much harder. 80% of fitness success is not training, but nutrition!" Gus' unflagging enthusiasm, faith, and love of everything NutritionUSA, not to mention his passion for helping others achieve their goals, inspires us all.