



Eduardo R. Enriquez President & Founder

As President and founder of CAP Elite, Inc., Enriquez oversees the strategic and operational direction of the company. Enriquez is merging the best performance coaches, equipment and research to create the first nationwide performance network.

Just prior to launching CAP Elite, Enriquez served as president and founder of Entrena.com, where he worked to build and develop numerous strategic partnerships as well as focusing the overall direction of the company. A former athlete and lifelong sports performance enthusiast, Enriquez promotes the Entrena mission of providing online users with the most current and advanced workout and nutrition platform, fitness products, services and technology. Further, through Enriquez's efforts, Entrena has recently provided strategic alliance, Web site design, and integral sponsorship for "Get Lean Houston" – a city-wide initiative to join efforts in hopes of enhancing the wellness of Houstonians.

Enriquez previously served as president and co-founder of IMEDIANET, a marketing venture portfolio containing several start-up technology/Internet companies, where he offered strategy, direction and guidance for market penetration, strategic partnerships, contract negotiations, and venture capital opportunities. IMEDIANET was primarily supported by IMEDIA, Inc., an integrated marketing agency.

Enriquez joined IMEDIA in June of 1998 as vice president of business development and operations. After significantly enhancing the revenue and market share of IMEDIA, he was promoted to executive vice president. Prior to joining IMEDIA, Enriquez held three executive level positions during his 10 year IT career and draws extensive industry expertise from his experiences at Knowledge Base Systems Inc., Southwestern Bell, Siemens ROLM, and Coopers/Lybrand. His marketing, sales, technology and management skills are based on his foundation in multiple vertical markets including business process re-engineering, IT, specifically emerging technologies such as Internet, database marketing and data warehousing.

Additionally, Enriquez served as sales and marketing manager at Q The Sports Club where he managed a large sales team.

Enriquez attended Rice University on a football scholarship and holds a Bachelors degree in Human Performance and Health Science.