

## Career Profile

Angela Pereira, BSc (Hons Kin), CSCS, CK

Current Positions: President, First Line Kinesiologists Inc.

President, First Line Education Inc.

Director of Communications, Canadian Kinesiology Alliance

Educational Influential Kinesiologist, Institute for Work and Health

Chair, Program Advisory Committee, Sheridan Institute of  
Technology and Applied Learning

Member, University of Waterloo Alumni Council

Specialization: Functional assessment and corrective exercise prescription

Education: Honours Bachelor of Science in Kinesiology, University of Waterloo

Certified Strength and Conditioning Specialist, National Strength and  
Conditioning Association

While at the University of Waterloo, I took advantage of the co-op kinesiology program to better understand how the profession was perceived by other health care professionals and figure out what area of kinesiology would be most interesting to me as a long term career path. I was fortunate to work with a team of athletic therapists in a clinical setting and realized that an early favourite career direction was exercise rehabilitation.

While working at this multidisciplinary rehabilitation centre, I quickly realized that my undergraduate education gave me an excellent theoretical understanding of human movement but very little understanding of what practical skills I owned that would enable me to work independently of athletic therapists and physiotherapists.

My first job opportunity was as an entrepreneur – I created a job for myself! I opened Northern Kinetics Fitness and Rehabilitation Centre in a small town in northeastern Ontario. Next I just needed to figure out a way to teach myself the skills that I knew were critical to a successful future as a kin.

Jumping in to this experience allowed me the opportunity to quickly learn business management, negotiation, time management and organizational skills. I learned that the kinesiology profession needed assertive advocates within the health care industry in order to thrive. While in this environment I experimented with fitness assessment, exercise program design, fitness instruction on land and in water, working with schools and community sports teams. I built a network of physicians, massage therapists, coaches, chiropractors and physiotherapists that were very supportive of our profession and my business.

Years later, after moving to Toronto, I experimented with work as a kinesiology consultant in the auto insurance industry performing a wide range of functional assessments in the homes and work places, therapeutic exercise programs and honing my report writing skills. After a couple of years I realized that my real passion was clinical rehabilitation and I returned to working with this client population.

In 2003 First Line Kinesiologists Inc. was established. As I got busier, particularly working with people with chronic disease and pre/post orthopaedic surgery clients, I grew my company by adding more kinesiologists who shared my vision. We now offer our services in clients' homes and in our partner facilities across Ontario.

As we interviewed and hired kinesiologists for First Line Kinesiologists, we struggled with the time demands of training these kinesiologists. We need our kins to be thorough assessors and design creative very targeted exercise programs for our diverse client base. We decided that, if we were struggling to hire new kins because their practical skill level was not where we needed it to be, perhaps there were other kins that would be interested in our training methods to enhance their own practical skill levels. In 2007 First Line Education Inc. was conceived to provide continuing education to kinesiology students and professional kinesiologists across Ontario.

In the future, First Line Kinesiologists Inc. will establish a clinical centre for chronic disease management in the GTA. We will be specializing in community-based rehabilitation for cardiac rehabilitation, chronic obstructive pulmonary disease and diabetes. We aim to offer education and exercise rehabilitation to those people who have been discharged from hospital and need long term support for living with chronic disease.

First Line Education Inc. is beginning to partner with colleges and universities in Ontario to offer graduate certificate and diploma programs in functional assessment and corrective exercise program design. We aim to be recognized as an international continuing education provider with in person and online learning opportunities. We will focus on bringing opportunities to kinesiologists to improve practical skill in the areas of functional assessment and innovative exercise program design.

Angela can be reached by phone at (416) 405 – 9955 ext 3 or 1 (888) 405 – 9955 ext 3 or by email at [apereira@firstlinekins.ca](mailto:apereira@firstlinekins.ca).

To learn more about First Line Kinesiologists Inc. please go to <http://firstlinekins.ca/>

To learn more about First Line Education Inc. please go to <http://www.firstlineeducation.ca/>