

# INSIDE LOCAL BUSINESS



GARY CORONADO/Staff Photographer

Moji Doyle designs individualized workout programs for her clients, helping pre- and postnatal women take charge of their health by adding regular exercise and better eating habits to their lifestyles.

## MOVING UP

### Moji Doyle

#### Business: Prenatal Fitness & Beyond

**Place of business:** Delray Beach

**Recent accomplishments:** Moji Doyle has been a fitness buff for 18 years but didn't start making a living from it until two years ago when she began working as a personal trainer.

"I was with a technology firm when I moved to the States," says Doyle, who was born in Germany and lived for many years in England and France. "I sold pagers."

Her perspective on work changed after she became a mom, especially after her second child became sick with a hip infection.

"My children are my priority now," says Doyle, who started her own pre- and postnatal fitness business last year. And her son, now 4, has totally recovered.

Prenatal Fitness & Beyond (its Web address is [prenatalandbeyond.com](http://prenatalandbeyond.com)), a Delray Beach-based in-home personal training company, also offers first-time parents assistance with their baby's registry, nurs-

ery and anything else that might seem overwhelming.

As a working mom herself, she understands the needs of expectant and new mothers. During her first pregnancy, she was kickboxing until her eighth month, but not all women can be that active. All her clients need to have their doctor's approval, Doyle says.

"A lot of my clients are first-time parents, do not have family close by or in Florida, or friends that have already had children," Doyle says. "Many times they have little or no idea of what they will truly be needing for baby and might waste their money on unnecessary products."

Her business serves clients in south and central Palm Beach County as well as north Broward, and she teaches twice-weekly classes at Church of the Palms in Delray Beach for expectant mothers and others.

By designing individualized and fun workout programs for her clients, Doyle says she can empower pre- and postnatal women to take charge of their health by adding regular exercise and better eating habits to their lifestyles.

Doyle is certified as a

personal trainer through the Aerobics and Fitness Association of America, and is certified for pre- and postnatal fitness through the Exercise Science Alliance. She also is certified in adult, child and infant CPR and speaks German and French fluently.

"I work harder and more than I did in the corporate world," she says. "I'm lucky to be able to do what I like to do."

**Education:** B.A., University of Nice, France.

**Age:** 38

**Personal:** Married to Owen Doyle, who heads the foods division of a marine supply company in Fort Lauderdale. They live in Delray Beach with their two children — Ciara, 6, and Quinn, 4.

**Hobbies:** "Time is so limited. I try to spend as much time as possible with my family. I enjoy reading, listening to music, sports, taking pictures. My life is filled with my children and my work, but leaves me little time for myself."

**Career highlight:** "Starting my own business and being able to help women feel good about themselves."

**Quote:** "Always stay true to yourself."

— Mary Thurwachter

Moji Doyle's children helped her career as personal trainer. 7F