



Joe Shin

BPhED, MAT
Muscle Activation Specialist

Education

- Bachelor of Physical and Health Education
University of Toronto
- Muscle Activation Techniques Denver
Internship
- Resistance Training Specialist 123 Course
Biomechanics Specialist

Philosophy

Joe has a firm belief in gaining joint stability and muscular balance through exercise. Through his education from the University of Toronto (Bachelor of Physical and Health Education), he has gained fundamental knowledge in exercise physiology, motor learning, biomechanics, and human anatomy.

Joe's goal is to bridge the gap between the fitness and rehabilitation industries. He believes that injury prevention and elite fitness performance exist on the same continuum. His passion in this field has led him to successfully complete the Resistance Training Specialist (RTS) course and an extensive internship in Muscle Activation Techniques (MAT).

The knowledge and experience from MAT and RTS has enabled Joe to assess and treat muscular imbalances, and prescribe exercises that best fit individual goals and needs. By applying principles of human anatomy and body mechanics, he can make exercises variable, meaningful, and challenging, so that the progress seen in sessions transfer to daily living and performance.

Experience

For eight years, Joe has been in the Canadian Forces Army Reserves. He believes that their philosophy of gaining control over mind and body through perseverance also applies to the fitness industry.

Joe is dedicated to further advancing his knowledge in biomechanics and neurophysiology through continued courses and research.

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