

StriveWell

Rico J. Macaraeg



Co-Founder & CEO, StriveWell

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Rico Macaraeg is a business operator, investor, and people-first leader who has spent the last two decades building, scaling, and transforming consumer-facing businesses across wellness, fitness, education, retail, technology, and healthcare. He is the Co-Founder and CEO of [StriveWell](#), a fast-growing wellness company operating recovery and fitness studios across New Jersey and Pennsylvania, including [SWTHZ \(Contrast Therapy\)](#) and [STRONG Pilates](#).

Today, Rico leads StriveWell through a period of economic uncertainty that directly impacts small and mid-sized businesses: rising labor costs, inflationary pressure, changing consumer spending behavior, real estate constraints, and increasing operational complexity. His work is grounded not in theory, but in the daily realities of running physical locations, employing teams, managing payroll, navigating regulation, and serving local communities.

Before founding StriveWell, Rico built a career as a marketing executive leading both high-growth and large-scale organizations. He has overseen businesses ranging from \$20 million to over \$1.5 billion in annual revenue, managed P&Ls from \$20 million to \$200 million, and scaled teams from 10 to more than 150 full-time employees across the U.S. and internationally.

Rico led the global commercial marketing organization at ThriveDX, where he helped scale the business from approximately \$80 million to over \$180 million in annual recurring revenue by building disciplined growth systems, data-driven decision frameworks, and sustainable unit economics.

Earlier in his career, he served as SVP of Marketing at SimpleHealth and as Global Chief Marketing Officer at Stojjo, where he expanded the brand from 20 to nearly 40 countries and built strategic B2B and B2B2C partnerships with retailers including Whole Foods, Target, and

StriveWell

Harrods. He was also recruited to help lead the turnaround of the 190-year-old department store Lord & Taylor, playing a key role in its rebrand, operational modernization, and the 2019 transaction that successfully diverted bankruptcy and culminated in its acquisition by Le Tote.

Earlier roles include senior leadership positions with [Audi](#) and [Lamborghini](#) at Volkswagen Group of America, where Rico helped modernize dealer marketing and customer acquisition strategies across North America. Rico enlisted in the Navy in 2003, completed multiple deployments abroad, and concluded his service as a Second Class Petty Officer (E-5). He has been awarded three Navy and Marine Corps Commendation Medals.

Across every chapter of his career, Rico has remained deeply committed to leadership development, operational discipline, and building workplaces where people can grow without burning out. His perspective on business today is shaped by lived experience: balancing growth with sustainability, ambition with responsibility, and performance with humanity.

Rico holds a Master of Business Administration from Georgetown University's McDonough School of Business and a Bachelor of Science in Organizational Leadership from National University. He continues to speak publicly on leadership, brand building, workplace culture, and the real economic challenges facing modern businesses and the people who run them.

Rico has spoken at multiple industry events as a brand evangelist of the brands he leads and the customers he earns his trust for.

- [Fueling Franchise Growth: The WSFS Business Banking and StriveWell Partnership](#)
- [StriveWell: How the World's Best Leaders Build Burnout-Free Workplace Cultures](#)
- [DTC/Digital Marketing - Brands @ Home, Brand Innovators, May 6th 2021](#)
- [Marketing Leadership - Jarbly U, Many different paths to becoming a CMO, March 2020](#)
- [Automotive - Rico Macaraeg on Cars Yeah! Podcast, 2016](#)
- [Automotive - Rico Macaraeg Key Note, Luxury Daily Summit, May 2017](#)
- [Marketing Leadership – Mind Your Marketing, From Petty Officer to CMO, August 2020](#)
- [Georgetown Hoya Highlight](#)
- [Featured comment on article of how D2C marketers can stay flexible in 2021](#)