FocusNYC

Joseph Masiello CSCS, MES
Principal

As co-founder of Focus Integrated Fitness, Joe Masiello has studied and implemented innovative programs ranging from weight loss strategies to strength and conditioning. Masiello first acquired a clientele as a personal trainer while studying at the University of Miami. He currently holds full certification from The National Strength and Conditioning Association, The National Academy of Sports Medicine and The American Academy of Health and Fitness Rehabilitation Professionals. An avid proponent of continuing education for trainers, Masiello has completed over 50 specialty programs, including core training, pre/post natal, heart rate training and athletic training. As a Medical Exercise Specialist, he actively collaborates with rehabilitation therapists, designing and implementing post-rehabilitation programs.

Masiello has been featured on CBS News and in The Daily News, I-Village Online, Our Town East Side, WB-11 News, Star Magazine, Fitness Magazine and Fox 5. As a renowned celebrity trainer, he was chosen as a contributor to Dr.Jana Klauer's New York Times bestsellers "How the Rich Get Thin" and "The Park Avenue Nutritionist's Plan".

Joe brings to Focus Integrated Fitness a heartfelt commitment to his clients and intensive expertise in every facet of fitness.

Education

B.S. - University of Miami

Certifications

NSCA Certified Strength & Conditioning Specialist (CSCS)
AAHFRP Medical Exercise Specialist (MES)
NASM Certified Personal Trainer (NASM-CPT)
NASM Performance Enhancement Specialist (PES)
NASM Corrective Exercise Specialist (CES)
Pre/Post Natal Exercise
New York State Licensed Teacher

Programs

Somanautics 6 Day Intensive Hands-On Gross Anatomy Workshop (50 Hour Course) - New Jersey School of Medicine and Dentistry (Gil Hedley, PhD)

Mike Boyle Strength and Conditioning 20 Hour Mentorship- Waltham, Massachusetts (Mike Boyle, ATC)

The Institute of Human Performance 20 Hour Mentorship - Boca Raton, Florida (Juan Carlos Santana, MEd, CSCS)

Explosive Weightlifting for Coaches and Personal Trainers 2 Day Seminar - Asphalt Green, NYC (Harvey Newton, MA, CSCS)

Functional Movement Screen 2-Day Seminar - Orlando, FL (Gray Cook, MSPT, OCS, CSCS, Lee Burton, PhD, ATC, CSCS)

Equinox Fitness Training Institute - Kinesiology, Biomechanics, Motor Learning, Advanced Stretching, Physiology, Advanced Biomechanics, Functional Training, Intermediate and Advanced Program Design (Paul Juris, PhD.)

Musculo-Skeletal Specialist Certification Seminar, EFTI

Symposia

Advanced Periodization Symposia- San Diego, CA (Michael Stone, PHD; Peter Melanson, MS, CSCS; Michael Barnes, Med, CSCS*D, NSCA-CPT; John Graham, MS, CSCS*D)

Aging and Longevity - Mount Sinai Medical Center, NYC (Arthur H. Aufses, Jr., MD; John W. Rowe, MD; Richard J. Hodes, MD)

Hip Pain A Comprehensive Approach to Diagnosis and Treatment - Hospital for Special Surgery, NYC (Amar S. Ranawat, MD; Gregory R. Saboeiro, MD; Theodore R. Fields, MD, FACP; Karen Juliano, PT)

Continuing Education

Post Rehabilitation Upper and Lower Body (Dr. Michael Jones)

Influence of Genetic Factors on Health and the Response to Exercise and Training (Dr. James Skinner)

Pre-Post Rehab Analysis of the Rotator Cuff (Dr. Thomas Wickiewicz)

Cardiovascular Conditioning in Anaerobic Energy Systems: Programming for Peak Performance(Everett Aaberg, MS, CSCS, RTS, MAT)

Functional Exercise Myths and Realities (Tom Purvis, RPT)

Low Back Rehabilitation and Injury Prevention (Mike Clark, MS, PT, CSCS, PES, CES)

Beyond Program Design (Juan Carlos Santana, M.Ed, CSCS)

The Evolution of Personal Training (Alwyn Cosgrove, CSCS)

Understanding Primitive Movement Patterns (Gray Cook, MSPT, OCS, CSCS)

Training Modifications for Obesity and Low Back Pain (Mike Boyle, ATC)

Integrated Movement Screens and Assessments (Annette Lang, CPT)

Heart Rate Training for High Performance and Sport Training (Edward Burke, PhD)

Recent Research on Strength Training (Wayne Westcott, PhD)

Exercise Nutrition (Thoman Incledon, MS, RD, LD/LN, NSCA-CPT, CSCS)

Acceleration and Agility Training (Duane Carlisle, CSCS)

Sheer Compression and Other Forces (Tom Purvis, RPT)

Compare and Contrast of Popular Training Systems (Michael Youssouf, MA, MES)

The Five Most Common Mistakes in Core Training (Gray Cook, MSPT, OCS, CSCS)

Functional Movement Screening (Gray Cook, MSPT, OCS, CSCS)

Post Rehab Guidelines for the Spine (Dr. Michael Jones)

Joint Torque and Shear: Implications for True Functional Development (Dr. Paul Juris)

Diabetes Types and the Impact on Exercise Prescription (Emily Splichal, BS, CPT)

The Physiology of Obesity (Dr. Len Kravitz)

Understanding Stabilization Training: An Evidence Based Position Stance (Rodney Corn, MA, PES, CSCS)

Metabolism: Reality vs Controversy (Dr. Len Kravitz)

Training the Young Athlete (Donna Kauchak MS,CSCS)

Advanced Flexibility Techniques (Annette Lang, NASM, CPT)

Strength Training for Older Adults (Dr. Wayne Wescott)

Excess Post-exercise Oxygen Consumption (Dr. Len Kravitz)

Post Rehabilitation Upper and Lower Body (Dr. Michael Jones)

Influence of Genetic Factors on Health and the Response to Exercise and Training (Dr. James Skinner)

Pre-Post Rehab Analysis of the Rotator Cuff (Dr. Thomas Wickiewicz)

Post Rehabilitation Fitness For the Shoulder (William J. Smith MS, CSCS)

Exercise and Youth Obesity (Neil Pire, MA, CSCS)

Post Rehabilitation for the Knee (William J. Smith MS, CSCS)

Patello-Femoral Consideration for the Medical and Fitness Professional (Christopher Johnson, MPT, Jack Mantione, DPT, CSCS)

Fascial Systems (William J. Smith MS, CSCS)

Plyometric Training (JT Netterville, NSCA CPT)

Conditioned to the Core (Paul Goodman, MS, CSCS)

Concepts in Strength, Balance and Coordination (Paul Goodman, MS, CSCS)

Introduction to Graston and Active Release Therapy (Dr. Leon Aibinder)

Special Populations Programming (William J. Smith MS, CSCS)

Muscular Imbalances (Justin Gornell, DPT, OCS)

Grounded: Mobility and Agility in Tight Spaces (Paul Goodman, MS, CSCS)

Postural Assessment and Analysis (Erika Bloom)

The Art of Effective Instruction (Ilene Bergelson, ACSM HFI)

Asymmetrical Forward Shoulder Analysis (Christopher Johnson, MPT)

Confronting the Obesity Epidemic - Practical Strategies for Fitness Professionals (Camille Eroy-Reveles, MPH, CPT)

Balancing the Musculoskeletal System (Christopher Johnson, MPT)

Technique; What's Right, What's Wrong? (Christopher McGrath, MS, CSCS)