

Curves Management Team



Patricia M. Semien-Davis: President and Director of Sales and Marketing. Ms. Semien-Davis has a Bachelor of Science degree in Biology from San Francisco State University. She has 25 years of experience in the Health Industry working in hospitals as a Senior Lab Technician and for Biotech companies as a Technical Support Specialist; she gained extensive marketing experience in this position. Her comprehensive experience in the Health Industry brings knowledge of women's health issues/solutions to the company.



Jennifer L. Semien: Vice President and Chief Financial Officer. Ms. Semien has a Bachelor of Science degree in Business Administration/Accounting from California State University, Hayward and a Master of Arts degree in Sports and Fitness Management from the University of San Francisco. She is also a Certified Public Accountant in the state of California. She has 10 years of experience in Finance and Accounting and 5 years experience in the Professional Sports Industry, where she gained marketing experience. She also has extensive experience managing personnel.



My sister Patricia Semien-Davis, and myself, Jennifer Semien, opened a Curves women's fitness center at 8105 Edgewater Drive, Suite 215 in Oakland (across from Wal-Mart) on January 3, 2006. In addition to being minority business owners, we are also Oakland residents who are concerned about the health and well-being of women of color. We are dedicated to providing our community with a fitness and weight loss facility that is an affordable, one-stop exercise and nutritional information for our women.