

THE MFQ

THE INNER CIRCLE

Sports marketing exec **Brandon Steiner** has learned a lot about fitness from the company he keeps—champs like Mariano Rivera

Building up a company that sells more than 10,000 collectibles will definitely feed your love of sports, but according to Steiner Sports CEO Brandon Steiner, spending time around the world's best has also helped him learn to stay fit.

Does being around pros motivate you to stay in shape?

> The biggest thing I've learned is that staying fit is as much about diet and eating right each day as it is exercise.

Yankee closer **MARIANO RIVERA**

has taught me a lot. He's so committed to working out—12 months a year. I've also realized that stress is fattening. In top-level jobs, it's something you must counter if you want to stay healthy and in shape.



How has seeing athletes train changed your workout strategies?

> I do more. Today, I lift weights twice a week with a trainer at home, and I play basketball two times a week. I have my weekly game at my house and a Sunday game with friends that I've been playing for 10 years.

And your diet?

> I try to never let myself get hungry. That's something I've definitely learned from the pros. I always have breakfast, usually eggs or yogurt. Then I'll have a salad with grilled chicken for lunch. Around 3 p.m. I'll need a boost, so I'll have a protein bar. For dinner, I typically have chicken or fish with salad and veggies. The hardest part for me is the after-dinner temptation. It's a real challenge not to go for snacks. Carbs and sweets are killers for me. But I also know that's something even the top-level guys have to fight. Somehow, that makes it easier to keep myself in check.

CLOCKWISE FROM TOP: JOE ROBBINS/GETTY IMAGES; NICK LARHAM/GETTY IMAGES; CHRIS GRAYTHE/GETTY IMAGES

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