



## Rob Darnbrough

Co-founder and CEO, The Smart Fit Method  
[smartfitmethod.com](http://smartfitmethod.com)

A lifelong fitness aficionado, Rob Darnbrough's intense training regimen ironically led to his life-changing health diagnosis—an aortic aneurysm. “I was told by two cardiologists to never walk uphill again,” says the Encinitas resident. With his son Connor developing an autoimmune disease from having MRSA nearly two dozen times, Darnbrough knew there had to be a better way. Enter The Smart Fit Method, a science-based fitness program co-founded by the father-son team that pairs exercise robotics with artificial intelligence to achieve results in just three 20-minute sessions per week. After opening their first studio in Cardiff in June 2021, followed by a second outpost in Kauai, Hawaii, in March, Rob and Connor have their sights set on spaces in La Jolla, Del Mar and Orange County next. Here, the serial entrepreneur reveals his health-focused favorites.



**BREAKFAST:** Mikuna Superfood protein smoothie  
**WAKE-UP TIME:** 6AM  
**DIET:** Pegan  
**DOPPELGÄNGER:** Matt Damon  
**NEMESIS:** Chocolate  
**ESCAPE:** Mountains  
**WEAKNESS:** Unplugging  
**UNIFORM:** John Varvatos  
**HOTEL:** Four Seasons Resort and Residences Whistler  
**WORKOUT:** The Smart Fit Method  
**LAST MEAL ON EARTH:** Steak frites  
**SUPPLEMENTS:** NMN  
**WELLNESS APP:** Optimize by Heroic  
**MENTOR:** Dan Sullivan, The Strategic Coach  
**WORKOUT SHOES:** ON Cloud X  
**WORKOUT OUTFIT:** Vuori  
**WORKOUT PLAYLIST:** Anything heavy  
**WORKOUT BUDDY:** ARX all-in-one strength training machines  
**BEST ADVICE:** Make your future bigger than the past.  
**PHILANTHROPY:** Do Something Positive Family Foundation (DSP)  
**MANTRA:** Do something positive.  
**STREAMING NOW:** *Ted Lasso* on Apple TV+  
**DINNER:** Fish, vegetables and avocado  
**BEDTIME:** 9PM  
**ON MY NIGHTSTAND:** *The Go-Giver: A Little Story About a Powerful Business Idea* by Bob Burg and John David Mann, and the Alpha-Stim cranial electrotherapy stimulation (CES) device  
**THEME SONG TO YOUR LIFE:** “Lust for Life” by Iggy Pop  
**IN MY GYM BAG:** Ultima Replenisher electrolyte hydration powder  
**3 DESERT ISLAND ESSENTIALS:** A fire starter, water and tequila  
**YESTERDAY:** In the past  
**ZODIAC:** Leo



Clockwise from top right: Mikuna Chocho Superfood protein powder, [mikunafoods.com](http://mikunafoods.com); Four Seasons Resort and Residences Whistler ([fourseasons.com/whistler](http://fourseasons.com/whistler)) is Darnbrough's favorite hotel; ON Cloud X in Aloe and white, [on-running.com](http://on-running.com); Darnbrough ends his day with a healthy dinner featuring fish, vegetables and avocado; when he's not on the clock, he unwinds by watching comedy favorite *Ted Lasso* on Apple TV+ ([tv.apple.com](http://tv.apple.com)).

