



Barry A. Franklin, PhD

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Barry A. Franklin, PhD, is director of Preventive Cardiology and Cardiac Rehabilitation at Corewell Health, William Beaumont University Hospital, Royal Oak, Michigan. He holds faculty appointments as professor of Physiology at Wayne State University School of Medicine and professor of Internal Medicine, Oakland University William Beaumont School of Medicine. Combining his interests in exercise physiology with cardiology, Franklin and his associates have studied the physiologic and clinical responses to

numerous occupational and leisure-time activities in people with and without heart disease. Other research interests include the prevention of heart disease; cardiovascular risk reduction; obesity and metabolism; extreme exercise regimens; exercise testing and prescription; and lifestyle medicine.

In his early 30's, Franklin intuitively embraced Peter Drucker's recommendation that "everyone should find at least one interest outside his/her primary area and make that secondary pursuit into more than just a hobby." For him, that secondary pursuit, the study of highly successful people in all walks of life, became a passion. To learn more, he read countless books on the topic and carefully studied the behaviors of highly successful people using the methodologies of a research scientist (his academic training). He simultaneously conducted an experiment on himself. When he started applying these behavioral skills and strategies to his own life, he began attracting good luck and related professional opportunities, but in an exponential manner. He then took what he had learned and developed a college course titled "GPS for Success," which he taught at Central Michigan University (2012–2017). Since the mid-1990s, he's participated in an escalating number of media and speaking invitations on this topic, and has given success-related commencement addresses at major universities.

Dr. Franklin's professional accomplishments have been recognized through a number of honors and awards, including the Bates Street Society "Pillar of Vibrancy" Inductee (2022); Oakland University William Beaumont School of Medicine Excellence in Clinical Research Award (2020); the University of Michigan, School of Kinesiology, Lifetime Achievement Award (2019); Honor Award (American College of Sports Medicine (2009); Distinguished Alumnus Award, Kent State University, School of Exercise, Leisure & Sports (2008); Award of Meritorious Achievement, American Heart Association, National Volunteer Leadership Conference (2006); Pollock Established Investigator Award, American Association of Cardiovascular and Pulmonary Rehabilitation (2004); Citation Award, (ACSM, 2003); and Award of Excellence (AACVPR, 1992).

Franklin has a Bachelor of Science degree in health and physical education from Kent State University; a Master of Science in health and physical education (exercise physiology/science) from University of Michigan; and a Doctorate in physiology from Penn State University.

He also holds Fellow status in the American College of Sports Medicine, American Heart Association, and the American Society for Preventive Cardiology (ASPC), and is a Master Fellow of the American Association of Cardiovascular and Pulmonary Rehabilitation. He was awarded Honorary Fellow status in the Preventive Cardiovascular Nurses Association. Franklin served as president of the AACVPR and president of the ACSM from 1999–2000. In 2000, he served as senior editor for the 6th edition of ACSM's Guidelines for Exercise Testing and Prescription (Lippincott Williams and Wilkins, Baltimore, MD), which sold nearly 100,000 copies. He has served as chair, AHA Council on Nutrition, Physical Activity and Metabolism as well as chair of the AHA Advocacy Committee. In 2010, he was appointed to the national AHA Board of Directors as well as a member of the Administrative Cabinet. Currently, he serves on the Board of the ASPC.

Franklin is a past editor-in-chief of the Journal of Cardiopulmonary Rehabilitation and currently holds editorial positions with 16 other scientific and clinical journals, including the American Journal of Cardiology, Bottom Line Health, Journal of Cardiopulmonary Rehabilitation and Prevention, American Journal of Lifestyle Medicine, American Journal of Health Promotion, and Heart and Mind.

Franklin has written or edited more than 700 publications, including 575 papers, 103 book chapters, and 27 books. He has also narrated 42 educational videos. His widely cited trade books co-authored with Joseph C. Piscatella, are "Take a Load Off Your Heart" and "Prevent, Halt and Reverse Heart Disease" (Workman Publishing, NY, NY). In 2015, he was named by Thomson Reuters among the World's Most Influential Scientific Minds (Clinical Medicine). In 2020, he was listed by Expertscape as a "World Expert" in Exercise (ranked 9th in the world among scholars writing about exercise/physical activity over the past decade). In Fall 2018, he served as a Visiting Professor of Medicine at Tor Vergata University, Rome, Italy. Since 1976, he has given more than 1,000 invited presentations to state, national and international, medical and lay audiences.

In 2022, Franklin published his 27th book titled "GPS for Success: Behavioral Skills, Strategies, and Secrets of Superachievers" (Productivity Press, NY, NY). In essence, it captures all he's learned over the past four decades regarding the principles that are the gateway to professional success. This very powerful book represents a treasure-trove of proven behaviors that can be learned and refined, gleaned from many of the world's most successful people.