

# Curriculum Vitae

**Male**

**D.O.B. 07 March 1976**

**Number of years working in industry:**

**24 years 4 months**



**Candidate ID Number:** 11570

**Nationality:** French

**Language Skills:**

Fluent: English, French

Good: German

Basic: Mandarin

**Permitted to work in:** European Union, Croatia

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager

## Personal Statement

Strongly sales and results oriented, I manage people with passion.

I am looking for a challenging mission, and opportunity to use my skills

and developp the spa positionning to generate extra room nights.

Seeking work in both national and international locations

## Employment History:

**January 2013 - Present - Spa Consultant** at (most recent employer hidden for confidentiality) Montreux, Switzerland, ( Hotel Spa)

### Duties included:

Seminar on spa management for hoteliers and hospitality students.

Creation of various work shops

Consulting: various day and hotel spa mission

**August 2011 - September 2012 - Spa Director** at Thermes Parc, Valais , Switzerland, ( Hotel Spa)

### Duties included:

General Manager for a thermal resort in the Swiss Alps.

2 restaurants, thermal baths (100,000 clients/year), spa, 140 apartments for rent.

- Decrease staff cost by 40% within a year

- Increase TO contracts

- Opening of a Terraké spa

- General accounting

- Health & safety

- Estate sales strategy
- Produce marketing and CRM tools

**Products worked with:**

Terraké

**Career Break** - Training - industry-related

**November 2008 - December 2010 - Spa Director** at Hotel Crans Ambassador, Crans Montana, Switzerland, (5 Star Hotel Spa)

**Duties included:**

- Space planning
- Architecture follow up
- Spa destination concept
- Packaging & marketing strategy
- Memberships sales
- Training program
- Selection of suppliers
- Customer Relationship Management
- Market study
- Pricing
- Positionning
- Opening and creation of the concept directly with the owner

**Products worked with:**

- Amalabeauty
- Swiss Perfection

**April 2006 - October 2008 - Operation director** at L-Raphael, Geneva, Switzerland, (High Street Salon)

**Duties included:**

- 600m2, 11 treatment rooms, 1 hair dresser, medical procedures non invasive
  - Luxury beauty center, specialized in anti-aging and non invasive procedures.
  - Setting standards for concept expansion : recruitment, training, sales, marketing
  - In charge of the sales strategy to distribute L-Raphael cosmetics line to hotel spas

In charge of opening up the Chalet L-Raphael Verbier

. Responsible for handling PR, and press

**Products worked with:**

- L-Raphael product line
- L'Oreal for Hair

**April 2005 - April 2006 - Spa Manager** at Raffles Montreux Palace, Montreux, Switzerland, (5 Star Hotel Spa)

**Duties included:**

2000m2, 2 swimming pools, 10 treatments rooms, 17 staff, 500 members, 1 fitness, 1 café,

- Leading spa award, Carpe Diem Award 2006.
- Develop profit by 27%, increase productivity, increase reservation up selling, design new package for DMCs
- Develop and train the staff. Design strategy to increase spa selling upon hotel reservation.

Design menu, Research new supplier, Implement standards in customer service.

#### **Products worked with:**

Kerstin Florian

Raffles Amrita own products

**June 2004 - March 2005 - Assistant Manager** at Madinat Jumeirah, Dubai, UAE - United Arab Emirates, (5 Star Hotel Spa)

#### **Duties included:**

6000m2, 26 treatments rooms, 90 employees, awarded best spa in Middle East 2005

- Increase retail sales from 7 to 30%
- Increase average time per guest from 73 to 96 min.
- Recruit and train a new team. Develop pre-booking system with Tour operators.
- Work on marketing plan and capture rate.

Implement quality standards of the department for ISO 9001

#### **Products worked with:**

Aromatherapy Associates

Sodashi

Shiva

**March 2001 - April 2004 - Assistant Manager** at Holmes Place, Geneva, Switzerland, (Health Club)

#### **Duties included:**

British chain operating 70 fitness around Europe. Geneva's club has 5000 members, with a daily flow of 1000 guests, and offer a wide range of services; body treatments, wellness restaurant and spa areas as well as traditional fitness facilities.

- Sales Manager Jan 2004-Jun 2004  
Key achievement: increase by 30% the pro-active prospection, increase retention
- Assistant Manager: Jun 2002- Dec 2003  
Key achievement: exceeded sales yearly sales target by 12%, increase secondary spending by 25%

Duty Manager: Mar 2001-May 2002

Key achievement: implement stock control procedure and exceeded sales target by 7%.

**February 1998 - July 1998 - Management Trainee** at Hyatt Regency, Xian, China, (5 Star Hotel Spa)

#### **Duties included:**

Management trainee in sales & rooms

Coordinator US presidential visit, Bill Clinton

In charge of long staying well being

## **Education and Qualifications:**

### **2007 Companies internal training**

Train the trainer , Hyatt

Sales Training Holmes Place, DISC

Quality Management training, Jumeirah

participation numerous seminars and spa events (cosmeeting, cosmoprof...)

### **2000 Lausanne Hospitality Management School**

Bachelor degree in hospitality Management

### **1995 Florida International University**

TOEFL: 560 pts

International business studies in English

## **Vocational Qualifications**

Teaching spa management classes

Members of tourism organisation

Publishing of spa management book with Lausanne Hotel School 2012

## **Hobbies and Interests**

Spinning, body pump

Scuba diving, horse riding, hiking

CV created at [www.spastaff.com](http://www.spastaff.com)

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