

# Curriculum Vitae

Male

D.O.B. 22 September 1968

Number of years working in industry:

30 years 6 months



**Candidate ID Number:** 11918

**Nationality:** British

**Language Skills:**

Fluent: English

Good: Norwegian

**Permitted to work in:** Sweden, Spain, Portugal, Italy, Ireland, Greece, Germany, France, Finland, Denmark, Belgium, Austria, UK - United Kingdom

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

## Personal Statement

I have over twenty years of experience in corporate level management & consultancy with the 15 years as CEO of Spa / health & beauty companies. I am a strategic business planner, team leader and effective people manager with international experience of setting up and managing successful Spa operations and health & beauty companies. Throughout my career within health & beauty management, I have remained 'finance focused' by utilizing my business education to drive forward a variety of projects. I can develop new revenue streams as well as provide continuity and development in existing business relationships. I am comfortable and confident to successfully close complex negotiations at all financial levels.

I believe in the process of leading others to lead themselves. The focus of any success in which I am involved will be on the team as opposed to on me personally, as my own strengths in management will be multiplied by the successes of those around me.

I am articulate, presentable, adept at networking and socializing, and I am comfortable in all milieus. Seeking work in UK and International Locations.

## Employment History:

**August 1995 - Present - Spa Consultant** at (most recent employer hidden for confidentiality) >Multi-location, Norway, ( Hotel Spa)

### Duties included:

As a Spa Consultant I have produced a variety of feasibility studies covering 'if, what and how' a Spa should be set up. I have experience with concept planning & positioning, programs & treatment protocols, management, personnel structure & development. I have also worked with hotel & Spa integration & asset building to include brand creation, adoption and / or customization. I have provided clients with brand marketing tools to support and analyze sales of products and margins. I have set up ongoing management systems to include procedures and reporting, and budget reporting.

I have consulted in the following areas:

GENERAL:

- Current operational analysis (SWOT)
- Market research & feasibility study
- Concept planning & positioning
- Design criteria
- Products, programs & treatment protocols
- Leadership, management & personnel development
- Standard operating procedures
- Hotel & Spa integration & asset building
- Brand creation, adoption or customization
- Brand marketing tools & support
- Brand standards

- Sales, products & margins
- Ongoing management systems
- Procedures and reporting
- Budget reporting

#### TEAM RECRUITMENT & TRAINING:

- Job descriptions
- Person specifications
- Contracts
- Team motivation & incentives
- Performance monitoring & reviews
- Treatment & product training
- Sales training
- Management training

#### ONGOING MANAGEMENT SERVICES:

- Team communication
- Success measures
- Review of VPG, margins & cash flow
- Service volume capacity
- Maintenance of standards
- Updates and improvements implemented
- Market trends monitoring
- Marketing efforts
- Team training
- Guest & employee retention
- Net profit analysis

#### Products worked with:

As consultant, I have come into contact with many brands.

**August 1995 - May 2011 - Spa Consultant** at Olavesen UK Limited, Multi-location, UK - United Kingdom, ( Hotel Spa)

#### Duties included:

Same as above

#### Products worked with:

As a consultant, I have come into contact with most products and spa brands.

### Education and Qualifications:

#### 2008 ESCP-EAP, Paris

MBA hons

Masters degree, Business administration (MBA hons)

#### 1980 Salford University

Bachelors degree, Television production

### Vocational Qualifications

Trained in all Microsoft programs

Trained in all Adobe programs

### Hobbies and Interests

Equine sports, photography, art, ballet, literature, 20th century history.

