



Curriculum Vitae

Male

D.O.B. 06 January 1968

Number of years working in industry:

18 years 7 months

Candidate ID Number: 11973

Nationality: British

Language Skills:

Fluent: English

Permitted to work in: Switzerland, UK - United Kingdom

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

Personal Statement

I love life and wellness is my life and care.

What makes me....

- Courage. Open to and taking on a challenge and turn it into a success.
- Persistence and Loyalty Successful management is tough at times, not losing sight of the goal is key.
- Professional Athlete. Being inspired by the best sport, life coaches at LilleShall National Sports Academy.
- Family and Friends. I am fortunate to have a wonderful family and some unbelievable friends that fill me with joy and inspire to always better myself.
- Awards: Seeing the company gaining awards, through the team and what success brings.

Work.

o Managing the largest Private Health Club in the UK (7000 members) before 30.

Auditing Burj Al Arab

Employment History:

April 2018 - Present - Spa Consultant at (most recent employer hidden for confidentiality) Dungarvan, Ring, Ireland, (5 Star Hotel Spa)

Duties included:

Experienced freelance consultant with projects including audits, design, training and business/retail development. Areas covered: Wellness/ Spa/ Leisure and Salon operations.

Products worked with:

Not Applicable

September 2015 - March 2018 - Group Business Development Director at NStyle International, UAE, Dubai, UAE - United Arab Emirates, (High Street Salon)

Duties included:

Establish a strong emphasis on market share resulted in growth of the companies, achieved by instilling a sales focus culture, strong cost control, membership scheme and social media engagement coupled with incentives to create new demand.

Ø Day to day operation of owner companies.

Ø Revenue AED 68M/f14M/\$22M. – 30 stores.

Ø Profit which Increase year on year 2016 / 28%, 2017 / 26%, whilst remaining customer focused.

Ø Retails sales increased from 4.2% in 2015 to 21% in 2017.

Ø Staff retention program impacted positively with a reduction of turnover from 25% (2016) to 15%. (2017). 800 FT staff.

Products worked with:

Forlled, LOreal, Hyropeptides, Heavan, SELA, Essie, OPI, Hydrofacial

January 2014 - August 2015 - Chief Operating Officer at Resense Spa SA, Geneva based, travelled interternationally, Switzerland, (5 Star Hotel Spa)

Duties included:

Take 100% responsibility/ownership to assist the CEO in creating, growing and managing the RESENSE SPA company in profitable, professional and quality manner in accordance with the RESENSE SPA Shareholders' agreement between Kempinski Hotels SA and RDE Switzerland.

Ø 74 Spa's globally

Ø 30 Spa's in development

Ø Direct report to Board / Hotel Owner/s.

Ø Initiatives: Implement Spa Booker company wide, Corporate KPI structure, secure company approved suppliers.

Products worked with:

Valmont, Clare Monde, Thalgo,

April 2013 - December 2013 - BUSINESS DEVELOPMENT CONSULTANT at NStyle International, UAE, Dubai, UAE - United Arab Emirates, (High Street Store)

Duties included:

Review/ Audit of business and recommend opportunities and change management.

Products worked with:

As above

April 2007 - April 2013 - VP of Operations ME at ESPA International, ME and India, UAE - United Arab Emirates, (5 Star Hotel Spa)

Duties included:

Responsible for the exclusive spa/ leisure group development within The Address Group, Aldar Hospitality & Hotels, The Leela Palaces Hotels and Resorts, One & Only Resorts, Ritz-Carlton and Burl Al Arab. Multi - tier management reporting.

Products worked with:

ESPA Products

Jessica

OPI

Education and Qualifications:

1989 Manchester Metropolitan University

HND in Business Studies plus at the same time Diploma in Sports Coaching

Senior Management Experience:

Group/ Corporate/ Board Member Management, including:

Franchising, Distribution, Warehouse, Call center, Spa, Wellness, Leisure, Venue Management.

Contractual, International, 50+ pre-openings, High profile operations, hands-on. Strong foundation regarding, staff training, teamwork, clear goals and empowerment. Hitting the ground running. 15 years experience in GCC.

Numerous projects having won international awards.

1989 Manchester Metropolitan University Previously Crewe and Alsager College of Higher Education

as above

HND Business Studies

Diploma in Sports Coaching

1987 Kenilworth School

A Levels in:

Food and Nutrition,

Political Studies

1985 Kenilworth School

10 O Levels

Vocational Qualifications

2006 Sheraton, Fota Island, Cork 5 Day Brand Training

2005 Pudong Shangri-La, China Shangri-La Care Management

2000 -2001 JW Marriott Hotel, Dubai Creating Leadership Culture (Senior Mgt)

Foundations of Leadership 7 Habits of Highly Effective Management

1996 Direct Computer Training Ltd City&Guilds

Information Technology Package Level III

Hobbies and Interests

Ex professional athlete - I continue to be active with sport.

Father to my son.

Charity work/ fund raising

CV created at www.spastaff.com

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