

# **Curriculum Vitae**

**Male**

**Number of years working in industry: 23 years 7 months**

**Candidate ID Number:** 13611

**Nationality:** Indian

**Language Skills:**

Fluent: English, Hindi

**Permitted to work in:** India

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

## **Personal Statement**

To utilize my technical and soft skills in the most effective manner to provide my best for the company and to enhance my overall personality

Seeking work in India Maldives and Mauritius

## **Employment History:**

**October 2006 - Present - Regional Senior Manager** at (most recent employer hidden for confidentiality) Gurgaon, India, (Day Spa)

### **Duties included:**

#### **SPA DEVELOPMENT**

- Assisting the project team in spa development through following means-
- Feasibility study through demographic analysis, cost, competition, Logistics etc.
- Financial projections both capex and opex vis-a-vis revenue projections, ROI, EBIDTA
- Conceptual planning through preparation of a unique concept for spa, preparation of facility and service brief, conception of a unique design and coordinating with the project team during civil work, electricity and plumbing work etc.
- Pre Opening service- Development of SOPs and corresponding manuals, housekeeping plan, Vendor selection & negotiations, equipment planning and sourcing, menu development, product planning and procurement, Furniture & Fixture planning, designing spa cuisine, software selection and procurement.
- Staffing: Recruitment, training on SOPs and other operational aspects, development of KRA's and employee HR manuals.
- Sales & Marketing: Pricing of spa therapies, development of spa packages, membership schemes, signature therapies and other promotional offers; Coordinating with branding agency for logo designing, uniform designing, stationary, website, gift certificates, membership cards etc.

Responsible for running of smooth operations of all the eight spas

#### **SPA OPERATIONS:**

- Manpower Management- Recruitment, Reorientation, Staff motivation, staff scheduling, Staff training etc.
- Resource Management- Product development, Menu development, Equipment and product purchase, Vendor selection and negotiation, Ensuring cleanliness and hygiene and other safety standards, Adequate stock and inventory maintenance, Customer care.
- Revenue Generation: Completely responsible for P&L of the entire business, Achieving sales through sales staff (spa managers), marketing activities like events, promotions, tie ups, print media advertisement, POS materials etc.
- Finance- Budgeting, forecasting and setting up targets. Planning for upcoming spas

For VLCC Centers as Head Ayurveda Vertical:

- Business Development- Responsible for adding Ayurveda services in the existing VLCC centers through shop in Shop activity. Currently Ayurveda slimming services are running in all VLCC centers. Besides this the traditional

Ayurveda spa set up has been incorporated in 22 centers.

- Manpower Management- Recruitment as per optimum manpower requirement, training, reorientation, motivation of spa therapists, doctors as well as managers
- Resource Management: Complete infrastructure development in an existing center, product and equipment procurement, menu planning, conceptualizing and documentation of all standard operating procedures for customer care, treatment execution, cleanliness and hygiene, maintenance and then making sure the same is executed.
- Revenue generation: Responsible for P&L and ensuring a high EBITDA, Cost control, budgeting and forecasting, providing monthly, quarterly and annual sales targets to the managers and then assisting them in achieving the same.

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

Erickson, Thalgo, VLCC

**April 2004 - September 2006 - Spa Manager** at Cambay Spa & Resort, Gandhinagar , India, (5 Star Hotel Spa)

#### **Duties included:**

- Responsible for managing the centers for the promotion of activities relating to physical fitness, relaxation & Wellness Activities. The inventory of the club includes spa rooms, salon, gymnasium and swimming pool.
- Responsible for attracting new members and retaining existing ones, generating revenue, ensuring the center meets health and safety regulations, maintenance of equipment and premises, and supervision and training of staff.
- Responsible for motivating the spa team to ensure the highest possible standards of service.
- Training and reorientation of the spa team from time to time.
- Staff scheduling to achieve the maximum output
- Utilization of spa space to maximum output through space and time planning.
- Introduction of new therapies as per the trends in the market.
- To maintain stock and inventory and ensure that the highest cleanliness and hygiene standards are maintained.
- In partnership with the other departments of the unit, working to agreed organizational policy guidelines but innovative within that overall structure as well.
- Providing timely and accurate budgets and forecasts for both revenue and expenditure
- Preparing, or assisting in the preparation of, and implementing an effective marketing plan
- Taking decisions in accordance with the aims and objectives of the organization
- To ensure customer satisfaction and handle their complaints in the most tactful manner
- Preparing and checking budgets and stock and cashing up money
- Writing daily or monthly or weekly reports for management and preparing cash projections
- Ensuring motivation and morale levels high within the staff team

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

Spa faktori Bali, Remy Laure, Body shop, Forest essentials, CNS Ayurveda products

**July 2002 - June 2003 - Spa Manager** at Leela Hotel, Goa, India, (5 Star Hotel Spa)

#### **Duties included:**

- Responsible for managing the centers for the promotion of activities relating to physical fitness, relaxation & Wellness Activities. The inventory of the club includes spa rooms, salon, gymnasium and swimming pool.
- Responsible for attracting new members and retaining existing ones, generating revenue, ensuring the center meets health and safety regulations, maintenance of equipment and premises, and supervision and training of staff.
- Responsible for motivating the spa team to ensure the highest possible standards of service.
- Training and reorientation of the spa team from time to time.
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**Products worked with:**

Forest Essentials, AVP Ayurveda products

**July 2001 - June 2002 - Spa Manager** at Ayush Health Paradise, Gopalpur, India, ( Hotel Spa)

**Duties included:**

- Responsible for managing the centers for the promotion of activities relating to physical fitness, relaxation & Wellness Activities. The inventory of the club includes spa rooms, salon, gymnasium and swimming pool.
- Responsible for attracting new members and retaining existing ones, generating revenue, ensuring the center meets health and safety regulations, maintenance of equipment and premises, and supervision and training of staff.
- Responsible for motivating the spa team to ensure the highest possible standards of service.
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- Ensuring motivation and morale levels high within the staff team

**Products worked with:**

AVP, Kotakal Ayurveda products

**Education and Qualifications:**

**2004 Tilak Ayurveda college Pune**

Post grad diploma

Ayurveda spa therapies

**2001 HPIPERIA Paprola**

Degree

Ayurveda spa therapies

**1994 Army School Pathankot**

12 the standard in Physics, chemistry, biology, English

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