

# Curriculum Vitae

Male

D.O.B. 27 February 1975

Number of years working in industry:

21 years 6 months



**Candidate ID Number:** 173695

**Nationality:** Singaporean

**Language Skills:**

Fluent: English, Japanese, Thai, Cantonese, Chinese

**Permitted to work in:** Singapore

**Position Sought:** Regional Senior Manager, Spa Manager, Assistant Manager, Area Sales Representative, Retail Professional, Membership Sales Professional

## Personal Statement

I excel in transforming spa businesses by combining operational expertise with a deep understanding of customer needs, consistently driving profitability and brand loyalty. My goal is to continue building world-class wellness destinations that not only exceed client expectations but also set new industry standards.

Seeking work in international locations and cruise ships

## Employment History:

**October 2021 - Present - Spa Consultant** at (most recent employer hidden for confidentiality) Singapore , Singapore, (Day Spa)

### Duties included:

- Advise spa businesses on operational efficiency, customer experience enhancement, and revenue growth strategies.
- Help spas implement digital solutions and adapt to post-pandemic industry changes.
- Trained hotel staff in hospitality, service delivery, and spa operations to ensure consistent high-quality experiences for guests.
- Successfully guided multiple spa operators through reopening, leading to increased customer loyalty and profitability.

### Products worked with:

all kinds of brand had tried before

**January 2017 - January 2021 - Owner** at Kobe Arima Onsen Spa Hotel, Kobe, Japan, (5 Star Hotel Spa)

### Duties included:

- Owned and managed a luxury spa hotel in the renowned Arima Onsen hot spring area, catering to high-end clientele.
- Developed bespoke spa treatments and introduced exclusive service packages, increasing average client spend and customer retention.
- Trained hotel staff in hospitality, service delivery, and spa operations to ensure consistent high-quality experiences for guests.
- Streamlined operational processes, leading to a significant reduction in overhead costs while enhancing service

quality.

- Achieved recognition as a top destination for hotel spa experiences in Kobe, contributing to a strong brand reputation.

**Products worked with:**

Shisedo and Kanebo

**January 2011 - January 2019 - Spa Director** at Diora Asia Pacific Management Pte Ltd, Bangkok, Thailand, (Day Spa)

**Duties included:**

- Founded and operated Diora Spa, growing it into a profitable enterprise before selling it to a Thai partner.
- Oversaw daily operations, staff management, and customer service across multiple locations.
- Spearheaded marketing campaigns that increased brand visibility and customer retention.

**Products worked with:**

I made my own product.

**January 2010 - December 2010 - Owner** at Silk Secret Hair Boutique, Singapore, Singapore, (Hair Salon)

**Duties included:**

- Launched Singapore's first Shiseido flagship salon in the prestigious Orchard Road area.
- Implemented successful marketing strategies, including membership programs, driving rapid growth and profitability.
- Featured in The Singapore Women's Weekly in 2010; sold the business profitably in 2011.

**Products worked with:**

Shishedo Flagship

**October 2004 - October 2010 - Spa Consultant** at Freelance, Asia, Singapore, (Day Spa)

**Duties included:**

- Provided consulting services for spa launches, operational improvements, and marketing strategy development for several high-profile spas in Asia.

**Products worked with:**

All brands

**January 2007 - January 2010 - Spa Director** at Lavana Spa, Bangkok, Singapore, (Day Spa)

**Duties included:**

- Led the full-scale launch and operation of Lavana Spa, a 48-room luxury spa in Bangkok.
- Increased off-peak customer traffic by introducing innovative services such as complimentary breakfast after treatments.
- Sold the business for a profit in 2010 after establishing a strong client base of tourists, expatriates, and locals.

**Products worked with:**

I use my own product.

**January 2004 - January 2006 - Spa Director** at Asia Herb Thailand Co. Ltd, Bangkok, Thailand, (Day Spa)

**Duties included:**

- Managed the launch and operations of two spa branches, growing them into profitable businesses.
- Developed and launched signature spa products, further enhancing the brand’s reputation.

**Products worked with:**

Develop my own products.

**October 2002 - January 2003 - Regional Senior Manager** at Paterson Media Thailand Co. Ltd, Bangkok, Thailand, (5 Star Hotel Spa)

**Duties included:**

- Set up and led the Thailand office of a media company, overseeing a team of 10 and launching new publications.

**Products worked with:**

All products.

**Education and Qualifications:**

**2024 Nil**

Nil

Nil

**1993 Serangoon Garden Secondary School**

GCE N Levels

**Product Training:**

**January  
2000**

**Shishedo**

Bangkok and Japan.

face and body

**Hobbies and Interests**

Cycling, driving, gardening and table tennis

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

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