

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:

Shisedo 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 Shishido

Bangkok and Japan.

face and body

Hobbies and Interests

Cycling, driving, gardening and table tennis

CV created at www.spastaff.com

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