

# **Curriculum Vitae**

**Female**

**D.O.B. 26 September 1981**

**Number of years working in industry: 20 years 10 months**

**Candidate ID Number:** 18198

**Nationality:** British, South African

**Language Skills:**

Fluent: English

Good: Swedish

**Permitted to work in:** UAE - United Arab Emirates, South Africa, UK - United Kingdom

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Director, Treatment Manager / Spa Trainer, College Tutor, Area Sales Representative

## **Personal Statement**

Commercially astute, passionate and creative Wellbeing Director with over 15 years of experience in managing prestigious spas and wellness clinics from the pre-opening stage in the Middle East and South Africa. A qualified therapist and Spa Manager focused on 'making a difference' has extensive experience in planning and executing pioneering and innovative wellness programs.

Excellent interpersonal and communication skills (bilingual in English and Swedish), with the ability to communicate and collaborate at all levels. Is able to make quick decisions under pressure and thrives in a fast-paced business environment. A focused and results- driven professional, who can quickly establish confidence and rapport through an empathetic and caring manner.

An 'out of the box' problem solver, who excels at creating innovative and commercially viable product solutions, to drive organisational growth. Highly focused on team development, with a collaborative/consultative management style has built, developed and led diverse multi-cultural teams to deliver accelerated, sustainable, and profitable business growth. A proactive team player, with unquestionable integrity and entrepreneurial innovation.

Expertise in : spa management | financial and budget management | sales and marketing | strategic and analytical thinking | business planning & development | talent management & development | project management | negotiation | problem solving | customer experience | customer journey | processes improvement | change management |

## **Employment History:**

**September 2013 - Present - General Manager and Head of Business Development** at (most recent employer hidden for confidentiality) Dubai, UAE - United Arab Emirates, (Hospital / Medical Clinic)

### **Duties included:**

Reporting to the Director of the Group, responsible for providing leadership, strategic direction and guidance to the entire team of 25. Complete responsibility of spearheading the groups commercial and 360-degree marketing strategies, operations, and market growth regionally.

A member of the Senior Management team, with overall responsibility of spearheading the execution of the Group business strategy. Leading the team to grow the business in line with budgetary goals, including providing client-centric, customised product solutions as the distributors. Overseeing sales and revenue forecasts and spearheading organisational development, with the responsibility for ensuring P&L targets for the region for all 4 business units are met. Identifying and developing key client relationships and leading the team to successfully compete for and win high-value tenders with Spa's for the Hypoxi and LA Tanning machines.

As the General Manager (BodySmart Studios and BodySmart PolyClinic), responsible for leading and managing both the Clinical and Non-invasive body contouring operations, including client/guest service, budgeting, statistical analysis of sales data, walk-in rate and retail sales and the full responsibility of clinic performance and profit. Total financial management duties including budgeting, forecasting, payroll and scheduling as well as, product inventory/ordering duties.

#### Key Achievements:

- Transformed the Groups' operations through the identification and execution of a complete 360 restructuring including merging the existing 4 brands into one cohesive brand:
  - Oversaw the roll out of the new identity through targeted integrated marketing campaigns, resulting in a 200% y-o-y growth in a saturated market.
  - Led the identification, negotiation and staff training of new products including Environ, LPG Cosmetics, contributing 35% to total revenues.
  - Drove a reduction in costs through the restructure of staff numbers, compensation and benefits and the design and introduction of a commission-based salary structure:
  - Introduced streamlined policies, procedures, and protocols.
  - Surpassed budgetary targets, and increased client footfall by 200% post Covid, 60% increase in injectable sales, 40% increase in wellness services.

- Designed and facilitated soft skills (customer service, handling complaints) training sessions for 16 staff resulting in a direct positive impact on patient/client customer satisfaction and an improvement in service levels.
- Oversaw the development of BodySmart Investment Group's current website and ongoing SEO development. Created internal promotional literature & developed external social media and e-blast marketing programs to increase exposure.
- Led the external liaison with regulatory authorities (including Dubai Health Authority) and provided regular reports to the investors, initiating remedial action when required.
- Established a critical path for opening following the Covid induced clinic closure, including leading internal and external collaborations to ensure all regulatory guidelines are met.

#### Career Break - Maternity/Paternity leave

#### **November 2016 - November 2018 - Project Brand and Business Development Manager** at Holistic Rehab Centre, Ras al Khaimah, South Africa, (Hospital / Medical Clinic)

##### **Duties included:**

Founded and set up the first dedicated rehabilitation centre in RAK, managed all aspects of pre-opening including staff hiring, preparation of the centre, procuring operating supplies, furniture, fixtures and equipment. Responsible for service standards and staff training in addition to ensuring all financial targets are met. Accountable for the needs analysis studies, brand & conceptual planning, centre design, menu development, retail product selection, systems development, and quality SOPs (Standard Operating Procedures). Key Achievements

- Successfully managed, directed and led the team of project managers, interior designers and architects to ensure the centre was completed on schedule, on time and within budget.
- Led the team to exceed all financial targets and service standards. Ensured staff were motivated, monitored and measured in line with performance standards, and rectified any performance gaps through performance management and/or training and development.
- Collaborated and liaised with all relevant stakeholders including regulatory authorities, suppliers and owners thereby ensuring the centre was open within agreed time frames.
- Implemented and facilitated a number of post-opening training workshops with employees on a range of development topics including customer service, sales skills, handling difficult customers and emotional intelligence.
- Developed brand recognition standards and oversaw the development of all brand guidelines for the Centre, ensuring consistent brand positioning.

#### Career Break - Maternity/Paternity leave

#### **September 2013 - July 2015 - Spa Owner** at Healing Zone Academy , Dubai , South Africa, (College)

**Duties included:**

- Implemented pioneering innovative methodology, including the use of multi-media, to aid knowledge retention levels.

**Senior Lecturer and Trainer (ITEC and CIBTAC)**

Responsible for the delivery of Anatomy and Physiology, Reflexology, Aromatherapy and Massage modules, from Basic Skills to Higher National Diploma level, to classes of up to 15 students. Improved attainment levels through providing continuous feedback. Improved the facilitation and retention of material with the use of ability based innovative techniques.

**Key Achievements:**

- Implemented pioneering innovative methodology, including the use of multi-media, to aid knowledge retention levels.

**February 2007 - August 2009 - Owner and General Manager** at Virgin Spa , Johannesburg, South Africa, (Day Spa)**Duties included:**

Owner Operator

**Career Break** - Maternity/Paternity leave**January 2005 - December 2006 - Spa Manager** at Shumbalala Bush Lodge, Kruger Park, South Africa, (5 Star Hotel Spa)**Duties included:**

Staff management, training and team building, Spa Manager and Trainer

**Products worked with:**

TheraVine, TheraNaka, Environ, Academie

**January 2001 - December 2005 - Complementary Practitioner** at KayDeez Therapies, Johannesburg, South Africa, (Home/Mobile)**Duties included:**

Aromatherapy, Reflexology, Massaage as well as general beauty treatments

**Products worked with:**

Tisserand

**Education and Qualifications:****2002 The South African College of Complementary Medicine**

ITEC

Aromatherapy, Reflexology, Body Massage, Business Ethics and Conduct, Training and Management, Financial and marketing

**2001 South African College of Complementary Medicine**

Subjects covered (Practical):

Aromatherapy - Treatment Techniques and Procedures, training

Reflexology - Reading the feet, Practical treatment techniques, training

Anatomy and Physiology

Complementary Medicine - Anatomy, Physiology and Pathology, Hygiene and Sterilisation, Professionalism and Ethics, Listening Skills, Client Care, training

Body Massage - Massage Procedures, Swedish massage

Subjects covered (Theory):

Aromatherapy - Botanical names, Chemical Constituents, Properties, Blending Techniques, storage, contraindications, client reactions, History, Chemistry, carrier oils

Reflexology - Ailment and disorders, Referral zones, Reflex zones, contraindications, direct and indirect zones, History

Anatomy and Physiology - Terminology, Body Systems, Integral Biology, skin treatments, Nutrition,

Body Massage

Business Management and Marketing

Complementary Medicine

Lecturing and training

## **2000 The Wykeham Collegiate**

School Leaving Certificate

English

Afrikaans

Business Economics

Biology

Drama

Home Economics

## **Vocational Qualifications**

Diploma in Travel & Tourism IATA, Varsity College.

Diploma in Complementary Medicine Therapeutic Practitioner, South African College of Complementary Therapies.

ITEC & CIBTAC Accredited Diploma, UK

ITEC & CIBTAC Approved Trainer & Lecturer, UK

Dubai Health Authority & Ministry of Health, UAE Complementary Medicine Therapeutic Practitioner, RSA Allied Health Professions Council, RSA

Therapeutic Massage & Aromatherapy, RSA

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