

Curriculum Vitae

Female

Number of years working in industry: 18 years 5 months

Candidate ID Number: 25818

Nationality: New Zealander

Language Skills:

Fluent: English

Good: French

Basic: Thai, Turkish

Permitted to work in: New Zealand, UK - United Kingdom, Turkey

Position Sought: Spa Consultant, Regional Senior Manager

Personal Statement

I am an open-minded, results-oriented, highly organised Director who is able to lead many cultures (& multiple luxury projects simultaneously) in highly effective spa management & pre-opening.

Seeking to work in the UK, New Zealand, Turkey and International Locations

Employment History:

March 2015 - Present - Spa Director at (most recent employer hidden for confidentiality) Bodrum, Turkey, Turkey, (5 Star Hotel Spa)

Duties included:

- 1) Spa design - Advise architects' on Auto CAD floor layouts, concepts for interior design + FF&E plans for spa/fitness/retail areas, wet/change areas, back of house areas & signage.
- 2) Project feasibility studies, financial forecasting & budget creation (pre-opening, CAPEX & operational).
- 3) Spa concept development, spa treatment/services menu planning.
- 4) Operational management & development (pre-opening, soft-opening and ongoing) - Creating and implementing all tailor-made systems (standard operating procedure manuals, monthly reporting & software systems)
- 5) Procurement / timeline management - Establishing an effective purchasing framework and managing the establishment and execution of this during the pre-opening.
- 6) Operational training - Change management, sales, spa/fitness management reporting/financial tracking systems, guest journey, effective customer service, spa concept and operational brand implementation.
- 7) Specialist spa, fitness and wellness recruitment services.
- 8) Marketing development and positioning of all spa services including website and branding guidance.
- 9) Preparation of business plans for business expansion or financing where required.
- 10) Led the pre-opening of all Spa, Fitness, Wellness & Recreation activities for a 60-Hectare Resort. Including: 2700sqm Spa, Luxury Fitness Centre, Yoga & Pilates Studios, 3 Pools, 3 Beaches, Kids Club, Water Sports Activities, Hair Salon, Hiking Trails, Tennis & Basketball Courts.
- 11) Implementation of project operational framework, FLHSS structure, SOP's, training, and service standards.
- 12) Project pre-opening & operational OS&E / FF&E procurement management.
- 13) Budget preparation (both pre-opening & operational - year one & two).
- 14) Full recruitment & manning management of a seasonal property. 40+ staff.
- 15) Implementation of group-wide wellness consultant program (operational framework & program design).

- 16) Technical project build management - Liaising with architect, design & construction teams to ensure a flawless spa, fitness & wellness operation.
- 17) Pre-opening support for other group pre-opening properties. Feasibility studies for both Asian and EMEA projects as well as on-site pre-opening training for the Milan spa team.
- 18) International Spa Award winner & large scale press exposure in EMEA within 6 months of project opening.
- 19) Senior Manager (one of 2 in the whole resort selected) to join the MOHG Senior Managers 13-month development program.

Products worked with:

Elemis, Environ, Aromatherapy Associates, Thalgo etc

January 2010 - March 2014 - Spa Consultant at Spa Evolution Limited, Hong Kong (own company - multiple projects), Hong Kong, (5 Star Hotel Spa)

Duties included:

- 1) Spa design - Advise architects' on Auto CAD floor layouts, concepts for interior design + FF&E plans for spa/fitness/retail areas, wet/change areas, back of house areas & signage.
- 2) Project feasibility studies, financial forecasting & budget creation (pre-opening, CAPEX & operational).
- 3) Spa concept development, spa treatment/services menu planning.
- 4) Operational management & development (pre-opening, soft-opening and ongoing) - Creating and implementing all tailor-made systems (standard operating procedure manuals, monthly reporting & software systems)
- 5) Procurement / timeline management - Establishing an effective purchasing framework and managing the establishment and execution of this during the pre-opening.
- 6) Operational training - Change management, sales, spa/fitness management reporting/financial tracking systems, guest journey, effective customer service, spa concept and operational brand implementation.
- 7) Specialist spa, fitness and wellness recruitment services.
- 8) Marketing development and positioning of all spa services including website and branding guidance.
- 9) Spa management audits - Thorough evaluation and analysis of current operational structure, revenue & cost performance (with specialist recommendations for spa/fitness business improvement).
- 10) Preparation of business plans for business expansion or financing where required.

Some recent clients:

Starwood Hotels (Parisian Macau, St Regis Macau) <http://starwoodhotels.com>

Intercontinental Hotel Group (<http://www.ihg.com>)

Innovative Skincare (<http://innovativeskincare.com>)

Gentlemen's Tonic (<http://www.gentlemenstonic.com/>)

Thalgo Spa Management (<http://www.thalgospamanagement.com/>)

10/10 Space (<http://www.1010space.com.hk>)

Baywaves Thermal Resort & Spa (new development project), New Zealand

See www.spaevolutionconsult.com for

April 2013 - March 2014 - at Hong Kong University (HKU Space), Hong Kong, Hong Kong, (5 Star Hotel Spa)

Duties included:

A founding lecturer for Hong Kong's first university Spa

Management Certificate Program. Created course material for:

Benchmarking Spa Operations, Spa Facilities/Equipment & Safety

+ Global Spa Industry. E.g.:

- o Spa pre-opening - key components, operational planning and roles.
- o Key trends & technologies in the industry - Treatments, customers, equipment, products & services.
- o Types of spas & the history of spa.
- o Key branding in spas.
- o Spa facilities, equipment & safety - Contraindications, health & hygiene, local ordinance, new technologies, wet area technologies & operations.

Taught 20 senior spa staff / up & coming decision makers in 2.5 out of 6 modules in the program.

Assistance with the future planning & implementation of an executive level program for HKU Space.

May 2008 - October 2009 - Spa Director at Langham Hotel Group, Auckland, New Zealand, (5 Star Hotel Spa)

Duties included:

Sole Direction of the new \$5million (\$NZ) Chuan Spa development.

Director of key design, operational & concept directives with project architects (floor layout in spa, fitness and wet/change areas), FF&E inclusions, detailed space & equipment inclusions.

Budget development & management of pre-opening procurement & purchasing procedures. Cost control & revenue development until month six (6) of operation.

Creation of all spa & fitness standard operating procedures (aligned with the property and local legislation).

Recruitment of spa & health club teams - including creation of job descriptions, job advertisements & pay / incentive schedules.

Comprehensive training structure development & execution for both spa and hotel / reservations teams in sales, guest journey/customer service, marketing & operational management.

Creation of all operational spa/fitness systems. Overseeing all aspects of the spa/fitness operation. Monitoring & analysing all operational reports monthly (ensuring a profitable business foundation is built on).

Installation assistance of Concept Spa Software System.

Spa menu, collateral & group / corporate packages creation through location-specific feasibility study.

Management of the pre-opening membership development & ongoing drive (including rigid tracking of all related administration).

Host of all opening events and press days. Communication of spa concept and services to key Australasian press, celebrities & industry professionals. Working alongside the hotel marketing team in establishing pre-opening and annual sales and marketing plans.

Member of the companies' executive sustainability workforce - Implementing positive & sustainable change within the hotel (ultimately improving our carbon footprint and company profit).

Winners of Best Luxury Spa Group at the World Spa Awards & Winner of Best Day Spa Awards, Auckland.

April 2006 - March 2008 - Regional Senior Manager at Paua Group Limited, Hong Kong, Hong Kong, (5 Star Hotel Spa)

Duties included:

Sole Direction of 2 new spa developments - Involving all aspects (operational standards design & implementation, service/treatment training and marketing development). Concepts often implemented group wide (5 Spa's)

Management assistance of Spa Consultancy project in Moscow for Paua Group (Agalarov Estate Spa http://www.agalarovestate.com/en/service/spa_sabun_nga/) - Creation of recruitment schedules, standard operating procedure manuals & design plan assistance.

Directorship of 35 staff (total) - Business development (including directing the financial growth of HK\$2,000,000 in the Victorian Spa in 1 year).

Complete Spa concept creation & implementation.

Creation of staff induction manuals & operational SOP's (implemented group-wide).

Development of new Spa treatment menu's & group packages.

Creation of all new marketing concepts and being responsible for growth/exposure to Asia-wide market (including hotel package development, liaison with wholesalers).

Spokesperson for the company as a whole (including 5 Spa's, Academy, Distribution including Elemis, Dr Murad etc).

Large-scale guest event management for Spa growth & exposure.

Host of numerous press & international tourism events.

Creation and execution of a spa English class program for all

ESL spa staff in both spas to up-skill the team to the required customer service level.

The Victorian Spa was the winner of 'Best Luxury Spa' at the World Spa Awards.

Education and Qualifications:

2007 Wynn Business & Frederique Academy

Certificate (two) - One in 2006

Spa Management Certification (x 2)

1999 Auckland University of Technology

Bachelor of Sport & Recreation (B+)

1996 Westlake Girls High School & Rangitoto College

A & B - Higher Schools Certificate, Bursary, Fifth Form Certificate, Sixth Form Certificate

Product Training:

June 2015 Elemis, Environ, Aromatherapy Associates, Thalgo

Globally (Hong Kong, Turkey, New Zealand)

Retail training only.

Vocational Qualifications

First Aid Certificate, Tai Chi Grey Belt, Open Water Diver (PADI), Reiki Level 2

Hobbies and Interests

Yoga, Cooking, Running, Nature, Wakeboarding, Painting, Making Jewellery

CV created at www.spastaff.com

