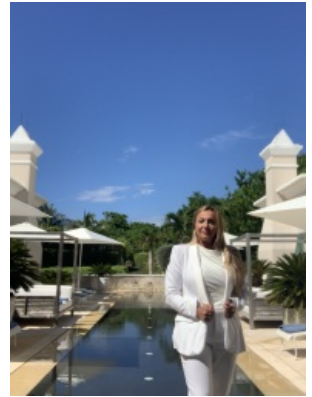


Curriculum Vitae

Female

Number of years working in industry:

12 years 11 months



Candidate ID Number: 63983

Nationality: Italian

Language Skills:

Fluent: English, French, Italian

Basic: Arabic

Permitted to work in: European Union

Position Sought: Regional Senior Manager, Spa Director

Personal Statement

I hold a degree in Industrial Sciences (Tourism and Hotel Management) and Daniela Steiner Beauty Management Training certification, a renowned standard for high-quality beauty treatments. Thanks to these standards, Daniela Steiner has been recognised by the Condé Nast Traveler READER'S SPA AWARDS as the best spa hotel in Europe, the Russian Federation and Asia Minor, and as the second best spa in the world.

With over 20 years of management experience in international luxury hotels Marriott International, Accor and Kerzner International.

During my career I have worked for the following luxury brands: The Ritz-Carlton, Fairmont, Sofitel, Savoy Seychelles and Mazagan Beach and Golf Resort in Morocco

I started my career as a Resident Manager, Regional Resident Manager in many countries. Throughout my career, I have worked in Mexico, the Maldives, Egypt, Greece, Italy, Mauritius, China, Kenya, the United States, Japan and many other countries.

Employment History:

January 2025 - Present - Spa Director at (most recent employer hidden for confidentiality) Lombardia , Italy, (5 Star Hotel Spa)

Duties included:

14 medical treatments rooms, 14 treatment rooms, 8 hydrotherapy rooms,

50 team members

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Overseeing daily operational success of all Chenot Method

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Act as a liaison between Chenot Espace and corporate teams to support alignment on initiatives .

•

lead the Spa team in revolutionizing the guest experience, promoting the cutting-edge treatments based on Chenot philosophy.

•

Financial analysis budget tracking, revenue maximization and KPIs performance driving revenue through strategic

pricing, upselling, seasonal promotion managing budget

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P/L cost optimization

-

Marketing plan 2025/2026

Developed and implemented new Chenot Hub long term program 12 month membership,

staff training, arrival experience, reviewed spa treatments protocol

Revised the team schedules to ensure adequate coverage and efficient medical spa operations

coached, trained, and developed skills of a large team of therapist

Endure compliance with Italian regulation employee health and safety electrical medical device check up

Work with marketing and communication team to launch the new digital campaigns calendar of Event and fitness & wellness group classes

Products worked with:

Chenot

June 2022 - December 2024 - Spa Director at The Ritz-Carlton, Doha , Qatar, (5 Star Hotel Spa)

Duties included:

DIRECTOR OF SPA & RECREATION

2022- 2024

7 separate male and female spa treatment rooms with 2 private Hammam 2 relax areas, private couple spa suite, only lady gym, mix gym, 2 indoor tennis courts, squash court, indoor semi Olympic pool indoor jacuzzi, outdoor kids and adult swimming pools, cold plunge pool, hot tube and private beach

Working closely with senior corporate Spa & Recreation managers EMEA implementing BSA, Spa and Recreation operations, working quarterly with Alison Ainsworth senior director leisure & spa operations Marriott corporate financial reporting, marketing action plans, market strategies, working with ESPA ambassador for spa treatment standard training and monthly analysis of Spa KPIs reports

Positioning strategically The Ritz-Carlton Spa and Recreation creating uniques experiences and introducing exclusive products, service and amenities with new and exclusive brand partnerships

February 2023 introduced the new luxury skin care, Augustinus Bader

32 team members

One to one meeting with the spa and recreation Team to identifying strength and area of improvement, individual development plans career, cross training and exposure with the aim to engage motivate and retain talents, invested in training all team members with the commitment to delivering the highest level of service and guest experience with a strong focus on Forbes, BSA, LQA standards,

achieved audit scores:

LQA Spa 89.1% Fitness 91.2% February 2023

BSA 92% February 2023

Forbes Fitness overall 95.46% Service 100% Facility 94.74% September 2023

Promoted talented therapist to head therapist, spa receptionist to Spa & Recreation Supervisor

Created marketing plan

Local competitor survey, analysis, enhanced the spa menu and engineered correct price structure,

Introduced new recreation activities: Kids tennis academy, only Ladies Zumba group classes

Alined membership fees and benefits with local competitor benchmark

Supervised maintenance, supplies, renovations and furnishings, treatment rooms, swimming pool beach implemented the new Ritz-Carlton massage bed standard set up, SOW steam room refurbishment, Capex 2023, beautification of

outdoor pool and beach selected and purchased new furnitures and decorations to enhance the Spa and Recreation for the FIFA World Cup

Products worked with:

ESPA, Natura Bisse', Augustinus Bader

October 2019 - December 2021 - Spa Director at Fairmont , Amman , Jordan, (5 Star Hotel Spa)

Duties included:

MANAGER ON DUTY ON ROTATION SHIFT FOR ENTIRE HOTEL OPERATIONS

Willow Stream spa 2200 square meter, 6 spa rooms including a couple VIP suite, relax lounge, co-ed vitality pools, exclusive Dead Sea water pool, hammam, separate wet areas with lockers for ladies and for gentleman, fitness on demand studio, Life fitness gym, yoga studio, heated outdoor pool, kids club with outdoor kids'pool

- 20 team members
- Created and implemented new policies, procedures and revised the spa menu
- An in-depth site and competitive analysis investigation of significant history revenue from spa software data reports, local competitor and middle east benchmarks
- Developed an optimal strategy and action planning providing strategic best practice which increased the hotel and local capture ratio
- monthly analysis of business performance
- Implemented consistent brand standards, ongoing training:

achieved LQA spa score 94% and Accor spa KPIs targets

- Created Accor spa KPIs targets
- Created monthly and quarterly marketing promotion to attract local market and increase hotel capture ratio by on site and on-line visibility, customised newsletter guests' preferences from guest's profile data
- Monthly Accor spa KPIs financial comments reports

Increased the revenue by 23% above the budget

- Revised the spa menu engineered with correct price and correct time, created new luxury facials Dr. Burgener Switzerland with the limited number of skin care products available registered in Jordan which increased the number of Facials bookings
- Enhanced the memberships by exclusive fitness & wellness program, events and new benefits for ladies with free access up to 3 kids to our kids club
- Supported the launch of FestivALL - Accor Live Limitless lifestyle loyalty program with Wellness Events Group Yoga classes and Fitness individual PT sessions

Products worked with:

Dr Pauline Burgener

August 2018 - August 2019 - Spa Director at ACCOR HOTELS, Sofitel Cairo , Egypt, (5 Star Hotel Spa)

Duties included:

positioning and managing the Sofitel Spa & Sofitel Fitness Wellness Center and Private membership Club. Overseeing the whole renovation phase, selecting luxury sustainable equipment, materials and decorations The two-storey spa has 10 treatment rooms, gymnasium, swimming pool, Jacuzzi, sauna and steam room Managed 24 Spa team members Engineering the new spa menu: Exceeded the budget 2018 by 14% and 14,2% Above Vs LY, YTD 21% above the budget

Interviewing, hiring and training Spa Manager, Spa Receptionists, Spa Therapists, Fitness Trainer Pool & Recreation Manager with the aim to enhance guests experience Achieved all KPI goals by investing and focusing on talents and ongoing staff training and selecting, introducing the best quality products available on the market Created 2018/2019 marketing plan and budget Market survey to compare with local competitors' price, program, membership fee and benefits Spa software analysis of the past 3 years Implemented a new membership program with visiting practitioners Aqua Zumba, Pilates and yoga, group classes SOFITEL Signature trea

Products worked with:

PHYTOMER NUXE

September 2016 - June 2018 - Spa Director at KERZNER INTERNATIONAL, Mazagan Beach & Golf Resort , Morocco, (5 Star Hotel Spa)

Duties included:

Drive the successful operation of Mazagan Spa build continuous guest innovation to fulfil the Company's core vision of creating Amazing Experiences and Everlasting Memories for each and every guest. Positioning Mazagan Spa focus on the guest experience, with continued innovation and further development and growth of the Team. Introduced new skin care line: Biologique Recherche, ila-spa, Nectarome developed a new concept organic, bio, wellness retreat with healthy food and yoga retreat Local Market treatments program and price survey, Marketing Plan 2018, support for the Budget 2018, implemented massage, body and facial treatments protocol & cost control by treatments technical sheet with the right QTY and cost of products Responsible for the renovation of Mazagan Spa: 19 treatment rooms; including two double treatment rooms, a luxury private Suite Spa with private facilities: steam room, Jacuzzi and outdoor relaxation area. A 100 m² authentic hammam with marble and mosaic décor, two internal steam rooms.

Salon, 4 manicure and pedicure stations, hairdressing and barber Indoor and outdoor relax areas. Fitness center equipped with the state-of-the-art exercise machines. Yoga Studio 28 team members Achievements January 2018 implemented new spa menu program & price, exceeded the budget 2018 YTD by 9.6 % and 17% above LY Market Metric score 92% exceed guest expectations.

Products worked with:

Biologique Recherche, ila spa

October 2014 - August 2016 - Regional Senior Manager at Savoy Resort & Spa Seychelles , Beau Vallon Mahe , Seychelles, (5 Star Hotel Spa)

Duties included:

Oversee the daily operation of Savoy Spa 8250 square meters 9 villa treatment rooms, Spa Suite with private Jacuzzi, Spa pool with hydrotherapy, Russian Banya, Hammam, Bucket & Experience showers, Yoga Pavilion, Fitness Center 16 team members. Achievements

Pre-opening and opening a new Spa at Coral Strand Hotel (company sister property)

Selected, recruited and trained new therapist/beautician and Spa receptionists

100 % guests satisfaction report Virtuoso

Talent development, promoted one team member therapist, yoga master and spa administrator to assistant spa manager.

Created and implemented new Spa Menu with Signature Journey Collections made with selected organic ingredients authentic made in Seychelles, Spa herbal garden and Aloe Vera plantation.

Successful introduced day spa with healthy food menu. Enhanced the membership program.

Increased resort guests capture rate with successful strategies in house, ongoing week events, activities and special promotions, developed the web site Spa section, created a year calendar of Events and marketing promotion

prepared Spa budget with the supervision of the financial director. Products worked with Sothys Paris, OPI

Products worked with:

Sothys

March 2012 - October 2014 - Spa Manager at Marriott, Barga Tuscany , Italy, (Hotel Spa)

Duties included:

2012-2013 Managed the Beauty Spa by Daniela Steiner - 12 Luxury Care Suite made in marble of Palissandro, private marble Hamman, Care Suite couple Jacuzzi, Mani e Pedicure Care Suite, Facial Care Suite, and exclusive treatment room for Detox Foot Bath. Indoor heated swimming pool and outdoor swimming pool (seasonal) Sauna, Calidarium, Experience showers, Fitness center Products worked with Daniela Steiner cosmetics and REVIDERM dermocosmetic

skincare Achievements

Selected, recruited and trained two permanent therapists/beauticians and five casual therapists to support peak time/high season, two swimming instructors (seasonal), all team full trained by Daniela Steiner SOPs managed in total 10 spa team members, reduced cost of payroll and maintained high standard of service. Removed all discounts and increased the prices, analysis of the P/L increased the revenue by 150% Vs LY 2013/2014 positioned Renaissance Spa, created a new concept and protocol introduced an indigenous organic skin care line Domus Olea Toscana. Launched the new SPA menu with the support and approval of Marriott International. Renaissance Tuscany held the Marriott CHAIRMAN'S CIRCLE 2014 we hosted at the Spa Mr. Arne Sorenson CEO of Marriott International

Products worked with:

Daniela Steiner, Reviderm skin care

Education and Qualifications:

2019

2000 SERSI

Bachelor Degree Industrial Sciences Tourism & Hotel Management

Product Training:

October 2019 **Daniela Steiner Sothys Biologique Recherche ila, Augustinus Bader, ESPA, Natura Bisse', Chenot**

Vocational Qualifications

First Aid

Opera, Spa Booker, Spa Soft, BellaVita, Microsoft Office, Word, Excel, Outlook and Internet, PowerPoint certificate of work Security

Hobbies and Interests

scuba diving

CV created at www.spastaff.com

