

# **Curriculum Vitae**

**Male**

**D.O.B. 20 May 1974**

**Number of years working in industry: 14 years 4 months**

**Candidate ID Number:** 92081

**Nationality:** British

**Language Skills:**

Fluent: English

**Permitted to work in:** UK - United Kingdom

**Position Sought:** Regional Senior Manager, Spa Director, Spa Manager

## **Personal Statement**

I've spent the last 16 years in the United Arab Emirates working in the Leisure, Spa, Wellness and Distribution businesses for both hotel and independent entities. For the last 7 years I was General Manager for a 40,000 sq. ft. spa and wellness facility with a team of 85, 32 treatment rooms and Club. Within this period, I also spent 5 years as General Manager for a Skincare distribution company covering the Middle East region. Previous to this I worked with Jumeirah Group for 7 years which included the successful opening of their first Abu Dhabi hotel.

Throughout this time, I have covered rebranding, repositioning, change management and project management along with recruitment. For me, the foundation of any business starts with a successful team. These are the first customers, and this approach has allowed me to recruit and retain very successful teams over the years. I would consider this one of my main strengths.

Seeking work in national and international locations

## **Employment History:**

**November 2012 - October 2020 - General Manager** at (most recent employer hidden for confidentiality) Dubai, UAE - United Arab Emirates, (Day Spa)

### **Duties included:**

One of the largest independent spa and wellness facilities in the Middle East. Accountable for 32 treatment rooms, 40K sq. ft. club, 2x pools, 3x tennis courts, outpatient care facility and traditional alternative medicines, with 85 employees and a membership base of 1100+.

Key Contributions:

- Reviewed and steered company progression through the evaluation and re- construction of business that resulted in decreasing staff costs by 9% and operational costs by 12%.
- Developed and implemented five-year budget plan execution to attain 6% growth yearly, customer satisfaction index increased from 84% to 91%, and employee satisfaction index increased from 79% to 88%.
- Tactfully re-negotiated and secured all terms/conditions of existing contracts with external service providers that enhanced secondary revenue streams to business by 8%.
- Initiated and implemented talent management, employee development, progression, and succession planning that promoted 7% of the team annually.

### **Products worked with:**

Elemis, Bliss, Dr Denis Gross, Hydropeptide, Natruabisse, Ayurveda, Ionithermie

**Duties included:**

Sole distributor to Middle East region for spa and skincare products, including Elemis, Bliss, Dr. Dennis Gross, and Ionithermie. Refocused the business direction and managed significant challenges associated with streamlining the merge and transfer process of operations with 3rd party.

**Key Contributions:**

- Restructured business by evaluating and amending job descriptions and responsibilities that increased sales-based employees, leading to a 20% increase in new accounts.
- Acknowledged by senior management for enhancing 22% increase in sales and decreasing financial risk by 34% through the assessment and re- development of business strategy.
- Negotiated new contracts and partnerships to drive sales through new distribution channels that increased TV Shopping and ecommerce from 2% to 9% of total annual sales in three-year period.
- Ensured chart restructure that resulted in headcount reducing by 15% and staff costs by 22%.

**Products worked with:**

Elemis, Bliss, Dr Denis Gross, Ionothermie

**May 2006 - October 2012 - Spa Manager** at Jumeirah Group, Dubai and Abu Dhabi, UAE - United Arab Emirates, (5 Star Hotel Spa)

**Duties included:**

Accountable for all aspects of planning and project delivery towards the successful launch of a new hotel's leisure facilities covering 1x gym, 3x swimming pools and 1x beach with a team of 35 employees in line with brand standards, group objectives, balance scorecard and key performance indicators.

**Key Contributions:**

- Rendered exceptional expertise for devising all job descriptions and processes in accordance with company guidelines and brand standards for improved performance resulting in a reduction in total headcount.
- Identified, hired, and trained a team of 35 employees aimed at optimizing team performance/customer satisfaction through individual and personal experiences for hotel guests and residents.
- Designed and managed effective budget model with three-year business plan to achieve organizational goals within limitations.
- Enhanced new markets and ensured revenue growth through the negotiation of strategic alliances and contracts with external partners.

Assistant Sports & Leisure Manager - Mar 2006 to May 2011 - Dubai

Management of 2x Gyms, 1x Spa, 1x Pool 1x Kids Club with a team on 42 employees in line with brand standards, group objectives, balance scorecard and key performance indicators.

**Key Contributions:**

- Increased customer satisfaction index by 4% and reduced overall operational costs by 15%.
- Managed a membership base of 1300 and increased annual retention rate by 10% to achieve a 65% average
- Forged new partnerships with suppliers and renegotiated existing contracts to benefit strategic planning and competitive edge: Increased secondary revenue streams by 20% year on year.
- Ensured continuous colleague development through performance management, learning needs analysis and guest feedback to achieve 25% of employees promoted in 3 years.
- Successful rebrand and relaunch of Jumeirah's new spa concept Talise Spa into existing Spa

**Products worked with:**

Aromatherapy Associates, Elemis, Themae, Sudashi, Eminence

## **Education and Qualifications:**

### **2020 Spa Education Academy, UK Premier Training International, London University of North London, London**

ITEC/CIBTAC Level 4 Diploma Diploma

ITEC/CIBTAC Level 4 Diploma in Spa and Salon Management, Spa Education Academy, UK Diploma Personal Training, Premier Training International, London, UK  
Diploma Sports Therapy, University of North London, London, UK  
Bachelor of Arts in History, Kings College London, UK

## **Vocational Qualifications**

### **ADDITIONAL TRAINING**

5 Day MBA | Myers Briggs | Great Leaders | Managing Excellence | Fundamentals of Excellence | 7 Habits of Highly Effective People | Developing High Performance Teams | Understanding Profit and Loss | Budgeting for Better Operational Performance

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