

A large suspension bridge is shown at dusk, with its towers and cables illuminated. The bridge spans across a body of water, and a cityscape with lights is visible in the background. The sky is a deep blue, and the water is calm.

Global Spa Summit 2010
Bridges Worth Building



HIERAPOLIS - PAMUKKALE

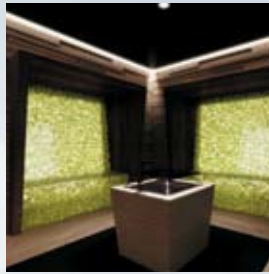


The logo for Turkey, featuring a stylized red and blue flame above the word "Turkey" in a black, cursive font.
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Delegates





Sharilyn Abbajay

EXECUTIVE
COMMITTEE, ISPA
COO, Neill Corporation

UNITED STATES

www.neill.net
www.experienceispa.com

*A*s chief operating officer of Neill Corporation, Sharilyn Abbajay is responsible for overseeing operations of 18 Aveda Consumer Lifestyle Salons and Spas, as well as all financial and strategic operations of Neill Corporation's business and resource units. In addition, she is responsible for spearheading the launch of Aveda Distribution in Mexico. With more than 30 years of experience in the salon and spa industry and with roles at Gillette Companies and Elizabeth Arden Red Door, Ms. Abbajay is known for her vast industry knowledge, global growth success, and ability to build a successful, passionate team. She is a member of the 2010 ISPA board of directors.

Eva Adamer-König

PRINCIPAL
FH JOANNEUM,
University of Applied Science

AUSTRIA

www.fh-joanneum.at



*E*va Adamer-König's expertise is in leadership, management, education, and development in the area of health tourism. With a unique health management and tourism degree program, Ms. König aims to improve the qualification standards of future spa managers and provide excellent personnel to the spa industry. She is an external expert for the European Commission in the areas of Telematic Health Care Applications, Public Health/Life Sciences, and Ethical Reviews. She previously served as secretary of the health minister of the provincial government of Styria, Austria, and as the life science coordinator at the European Space Agency.



Sebnem Akman

PRESIDENT
Su Spa Wellness

TURKEY

www.buyukkulup.org.tr

*F*ollowing an education in animal science engineering at Mediterranean University and public relations at Regen University, Sebnem Akman worked as public relations, golf sales, and spa manager in numerous hotels in Turkey, Russia, and the United States. Akman pursued her passion for the spa industry with the creation of the Su Spa&Wellness Center brand, which is one of Turkey's first "club" spas with three locations in Istanbul: Büyük Kulüp, Anadolu Kulübü on Buyukada, and Mayadrom Sports Center, an elite 8500 m2 sports center formulated with comfort, luxury, and modern standards. Akman has also worked with well-known hotels in Turkey and surrounding countries as a spa and wellness center consultant.

Belgin Aksoy

BOARD MEMBER
Aksoy Group &
Richmond Nua Wellness Spa

TURKEY

www.richmondnua.com



*W*ith an avid interest in tourism and wellness, Belgin Aksoy helped introduce the spa industry to Turkey through one of its first destination properties to open in the area, the Richmond Nua Wellness Spa. A pioneer in the industry, the property was chosen as the best spa hotel in Turkey in 2006. Ms. Aksoy has also worked as the sales and marketing manager of Richmond Hotels, a collection of five Turkish hotels and resorts. As board member of the Aksoy Group, she oversees the investments in the shopping center industry and the development of one of Turkey's largest e-commerce platforms.



Gustavo Albanesi

FOUNDER
Buddha Spa

BRAZIL

www.buddhaspa.com.br
www.abdspas.com.br

*G*ustavo Albanesi is the owner of Buddha Spa, a chain of spas in Brazil, along with being the president of the Brazilian Spa Association. With a bachelor of law degree from the University of São Paulo and a bachelor of finance from the University of California, Berkeley, Mr. Albanesi has worked as an investment banker at Bear Stearns (San Francisco, U.S.) and Credit Suisse (São Paulo, Brazil). In addition to providing leadership for entrepreneurs and investors in the Brazilian spa industry, Mr. Albanesi works in the development of important businesses related to this market in Brazil.



Guniz Alkan

PRESIDENT
A La Turca Textiles, LLC

UNITED STATES

www.alaturcatextiles.com

*A*fter successfully implementing and launching the retail division of her family business of manufacturing, importing, and direct distribution of Home Textiles, Guniz Alkan took on the development of spa linen and apparel and spread the facts about the well-known quality of Turkish bathrobes and towels. Her educational background in hotel management made it possible for her to understand, appreciate, and address the unique needs of the hospitality industry. Her most recent project is the “Fusion Spa Bed Linen Collection,” which blends organic Bergama cotton and bamboo. Ms. Guniz’s most favorite downtime activity is playing the role of “pastry chef” while baking for her family and friends.

Asli Altinok

SPA MANAGER
Su Spa Wellness

TURKEY

www.buyukkulup.org.tr



*A*slı Altinok has been a force behind some of the sector's most important local and international meetings, including Beauty Eurasia Exhibition 2007, 2008, and 2009; SPA Eurasia Exhibition 2007 and 2008; Spa Round Table and Aquallia SPA Forum of the Anti-Aging-Medical Aesthetics Congress & Exhibition 2007 as public relations and marketing manager; and National Congress of Spa Medicine and Balneology 2010-Izmir as project manager. Ms. Altinok pursued her passion for the beauty and day spa industry by becoming spa manager at Su Spa&Wellness Center, which has three branches in Istanbul: Büyük Kulüp, Anadolu Kulübü on Buyukada, and Mayadrom Sports Center.



Peter Anderson

FOUNDER & PRESIDENT
Anderson & Associates

UNITED STATES

www.anderspa.com

*P*eter Anderson draws on more than 20 years of experience to provide a balanced perspective on the spa industry for growing medical, wellness, and resort spas. A strong advocator of global research, analysis, and benchmarking efforts, he also teaches at the University of California, Irvine, and Cal Poly Pomona to promote education in the industry. Mr. Anderson was once a U.S. Navy officer aboard a 16,900-ton warship that sailed the Pacific and Indian Oceans.

Roberto Arjona

CHIEF EXECUTIVE
Rancho la Puerta &
The Golden Door

UNITED STATES/MEXICO

www.ranholapuerta.com



*R*oberto Arjona heads a staff of more than 400 at Rancho La Puerta, founded in 1940 in Tecate, Baja California, Mexico. He is heavily involved in community service, working in Tecate's community gardens or organizing efforts to help schoolchildren conserve water and recycle. Additionally, he is working with the local and state governments and the private sector to make Tecate the leader in alternative energy creation in the region. Mr. Arjona serves on the boards of the Green Spa Network and Fundacion La Puerta and is an active member of the Destination Spa Group, the International Spa Association, Slow Foods, and LOHAS. Previously, Arjona held executive positions at the Lodge at Pebble Beach and the Lodge at Torrey Pines in California.



Paul Arnold

PRINCIPAL
Ernst & Young Middle East

UNITED ARAB EMIRATES

www.ae.ey.com

*P*aul Arnold, a principal at Ernst & Young, presently co-leads the Transaction Real Estate Advisory Services division across the Middle East/North Africa region, which comprises 20 offices across 15 countries. Mr. Arnold has over 15 years of experience in the real estate, hospitality, and leisure industry, and has served as an advisor for several leading real estate projects, including mixed-use resort developments, urban regeneration projects, and hotels located throughout the U.S., Caribbean, Latin America, Mediterranean, CIS, North Africa, West Africa, East Africa, and the Middle East. A graduate of Cornell University, he began his career in the industry at major international hotel companies such as MGM Grand, Hilton, and Marriott.

Umit Yasar Atalay

GENERAL MANAGER
Richmond Nua Wellness Group

TURKEY

www.richmondnua.com



*A*s general manager of Richmond Nua Wellness Spa Hotel, Umit Yasar Atalay has had experience in directing and operating detailed spa programs, treatments, and the training of staff across the Richmond Group of Hotels. He has worked with five-star hotel companies including Hilton International, Richmond Istanbul, Riva Hotels, and Lablanche Hotels. Mr. Atalay has financial experience with the Industrial Development Bank of Turkey. He recently developed the special detox and Hypoxi program at the Richmond Nua Wellness Spa Hotel.



Abu Aysal

OWNER
Hotel Les Ottomans Istanbul

TURKEY

www.lesottomans.com.tr

*A*bu Aysal, is the owner and creator of Hotel Les Ottomans, a boutique hotel which opened its doors in 2006 and has since been the recipient of endless accolades. Once a former mansion of an 18th-century Pasha, the hotel is among the most luxurious hotels in Turkey, and the ten suites and Caudalie Vinotherapie Spa are firmly rooted in the decorative traditions of the Ottoman period. Aysal has been a prominent hospitality figure in Turkey since 1985, when she created Club Salmina in Southern Turkey with her husband Unal. Fifteen years later, the pair opened the Ma Biche Hotel, one of the first hotels in Turkey to have a Thalassotherapy Center. In 2002, she became the Vice President of their family cooperation, Unit Tourism and Investment Company (Unit Turizm Yatırımları A.Ş.).

Ina Bajaj

DIRECTOR
East Day Spa

NEW ZEALAND

www.eastdayspa.com



*I*na Bajaj is the managing director of East Day Spa, a premium spa company in Australia, with locations in Melbourne, Auckland, Wellington, and Bali. Before opening East Day Spa, she made her name as a successful Wellington restaurateur. During the period of travel that followed, Bajaj went back to India and visited spas in Bali and Thailand, inspiring her passion for the industry and a vision for East Day Spa: relaxing the body, calming the soul, and clearing the mind through a unique blend of ancient holistic healing and modern spa therapies. East Day Spa also has an idyllic residence and spa in Bali set on two acres of lush island paradise. She continues to develop East Day Spa and is looking for opportunities to introduce the brand to new markets.



Hakan Balcan

GENERAL MANAGER
Richmond Nua Wellness Spa

TURKEY

www.richmondnua.com

A 22-year veteran of the hotel business, Hakan Balcan has served as general manager for several five-star hotels, after graduating from Westminster College in London. In September 2009, Mr. Balcan was named general manager of Richmond Nua Wellness-Spa Hotel, one of the first destination spa hotels in Turkey.

Abdurrahman Balta

OWNER
Sanitas Spa & Wellness

TURKEY

www.thesanitas.com



*A*bdurrahman Balta is the founder and owner of Sanitas Spa and Wellness, a spa operations and consulting company based in Turkey. Mr. Balta established Abay Limited Company in 1997, which took over the spa centers of the Sirene Golf & Wellness Hotel Belek and the Pirate's Beach (Tekirova) in 2004, as well as the spa center of Kempinski Hotel The Dome Belek. In 2006, Abay expanded its structure and established Sanitas Group Ltd. Co., capitalizing on its training and experience to give casting and workshop seminars. One of the company's objectives is to become a brand in the international platform with the concept 'Theme SPA'. Sanitas operates the spa in the Çırağan Palace Kempinski.



Ozgur Balta

CEO
The Wellness Company

TURKEY

www.twc.com.tr

A graduate of the Tourism and Hotel Management program of Bilkent University in Turkey, Ozgur Balta has worked for many international hotel companies, including Sheraton, Hilton, Radisson, and One&Only. He served on the executive committee of the Ritz-Carlton Istanbul and was the general manager of Anatara Spa in Turkey. In 2009 he formed the Wellness Company, which represents Panpuri Spa in Turkey and Score Fitness. Mr. Balta is the owner of Bursa Korupark Spa and Fitness and the Marmara Taksim Spa and Fitness.

Katie Barnes

MANAGING EDITOR
Spa Business Magazine

UNITED KINGDOM

www.spabusiness.com



Katie Barnes has an honors degree in media and for the past nine years has specialized in writing about the spa, beauty, and leisure industries. She joined the Leisure Media Company in 2004 as assistant editor of *Health Club Management* magazine. She moved over to *Spa Business*—a leading publication for spa professionals worldwide—in 2006 and became managing editor of the title in 2009. Last year Ms. Barnes was also the launch editor of the *Spa Business Handbook*.



Monica Barter

GROUP OPERATIONS DIRECTOR
COMO Hotels and Resorts

INDONESIA

www.cse.comoshambhala.bz

A graduate of Loughborough University in the United Kingdom and the Esalan Institute in California, Monica Barter is a highly trained sports scientist, colon hydrotherapist, massage therapist, and yoga practitioner. She heads up COMO Shambhala's global operations, the wellness arm of COMO Hotels and Resorts. She has been with the company since its inception, after spending five years with the Ministry of Education in Singapore. Under her direction, the COMO Shambhala brand has grown steadily over the past 10 years and has gained many accolades for being a brand that advocates proactive responsibility for each individual's holistic wellness.

Elena Bazzocchi

AREA MANAGER, EUROPE
[comfort zone]

ITALY

www.davines.it



*E*lena Bazzocchi joined [comfort zone] in November 2009 to support the company's global growth among the European countries in the hospitality field. With significant experience in developing business in the high-end hotel market worldwide, she has taken the role of area manager, Europe, and corporate account manager, hospitality. Thanks to an intensive focus on international development, [comfort zone] is now present in over 40 countries and has been honored with important awards (special nominee as Ethical Product Marie Claire Prix d'Excellence 2010, Spa Asia Best Spa Product 2008, and Best European Spa Cosmetic Product 2006).



Alison Bell

FOUNDER, MANAGING DIRECTOR
Spa Ireland

IRELAND

www.spa-ireland.com

Alison Bell is the founder of Ireland's premier spa booking website, which features over 50 of the top spas in Ireland and offers the ability to book stays at partner spa properties and purchase online Spa Ireland gift vouchers. As a former vice president at Travelport, one of the world's leading travel technology companies (owner of Orbitz, ebookers.com, and Gullivers Travel Associates), Ms. Bell continues to consult for Travelport and is assisting with the Global rebrand and relaunch of its new leisure platform, Travelport Leisure, scheduled for 2010. She is a contributor to the *Irish Times* travel section and *Irish Beauty Magazine* and provides regular updates to the media on spa and wellness trends both in Ireland and internationally.

Emanuel Berger

EXECUTIVE DELEGATE OF
THE BOARD
Victoria-Jungfrau Collection

SWITZERLAND

www.victoria-jungfrau-collection.ch



*H*aving managed hotels since 1970, Mr. Berger and his wife, Rosemarie, bring more than 60 years of hotel experience to the spa and wellness industry. In 2009, Mr. Berger received the “Golden Globe” accolade from ITB Berlin and has also been awarded Independent Hoteliers of the World 2000 and European Hotelier of the Year 2005. Mr. Berger is actively involved as a board member of the Ecole hôtelière de Lausanne and has served as chairman of the Swiss Delux Hotels. In 2006 he founded Berger Hospitality Management GmbH, with the aim of consulting luxury hotels and coaching people toward excellence in the art and science of hospitality. In addition, Mr. Berger sits on the board of the Global Spa Summit.



Kamil Berk

TOURISM COORDINATOR
Kutahya Seramik Porselen Turizm AS

TURKEY

www.kspt.com.tr

*K*amil Berk is the Tourism Group Coordinator of Kütahya Ceramic, Porcelain, and Tourism. The group owns two spa and thermal hotels in Turkey and is planning to open a third location in 2011. Mr. Berk has 30 years of experience in the hospitality industry and has worked with many of the industry's well-known brands such as Hilton and Divan. He is a graduate of Bosphorus University and holds many management certificates from various institutions, including Cornell University.



Anne Biging

MANAGING DIRECTOR
Healing Hotels of the World

GERMANY

www.healing-hotels.com

*A*s a founder of Healing Hotels of the World, Anne Biging currently focuses on the holistic health and lifestyle aspects of more than 23 partner hotels worldwide. She has worked in the international tourism, public relations, and hotel consulting business for more than 20 years. Prior to joining the tourism industry, Ms. Biging was a journalist and author who traveled the globe to study worldwide concepts of health and well-being.

Anna Bjurstam

MANAGING DIRECTOR
Raison d'Étre

SWEDEN

www.raisondetrespas.com



*A*nna Bjurstam has been dedicated to wellness for over 20 years and has grown Raison d'Étre Spas into a world-renowned company in the spa and wellness industries. Bjurstam works regularly with companies such as Four Seasons, Aman Resorts, One&Only, Kerzner, Capella Hotels, and Taj Hotels to design, conceptualize, and operate spas in over 30 countries. She began her professional career as a Nike Elite Aerobic and Fitness Instructor and ventured into the corporate fitness world through 24 Hour Fitness before evolving into the world of healing, meditation, alternative therapies, and yoga. Ms. Bjurstam is a Global Spa Summit board member.



Gerard Bodeker

PROFESSOR
University of Oxford
Medical School

MALAYSIA

www.medsci.ox.ac.uk

Gerard Bodeker is chair of the Global Initiative for Traditional Systems (GIFTS) of Health, an international policy and research project, based in Oxford, U.K. An Australian, whose doctoral studies were at Harvard, he is a senior faculty member in public health at Oxford University and an adjunct professor of epidemiology at Columbia University, New York. Prof. Bodeker has written extensively on integrative medicine and wellness and served as an adviser to several U.N. agencies and to *National Geographic Magazine*. He has published six books and is editor in chief of the *World Health Organization Global Atlas of Traditional, Complementary & Alternative Medicine* (2005) and co-editor of *Understanding the Global Spa Industry* with Dr. Marc Cohen. He is currently working on a new book on wellness tourism.

Elena Bogacheva

CEO
SPA Priori LLC

RUSSIA

www.spapriori.ru



*E*lena Bogacheva, a leader in spa management consultancy and staff training, is a pioneer of the Russian spa industry, having started a Moscow wellness club and spa, Rara Avis, in 1998. She has participated as a speaker in Russian spa and wellness events and at the 2006 Mondiale Spa & Beaute in Paris. Most recently, Ms. Bogacheva was an organizer/moderator of the Wellness Pro Forum in 2009 and 2010, as well as the Spa & Beauty 2009 Congress in Moscow. Since fall 2009, Ms. Bogacheva has been a professor at the State University of Management teaching a “Spa Business ABC” course. She is the author of the comprehensive manual for spa professionals *Spa-Mania—a Diagnosis of the Century*.



Davide Bollati

CHAIRMAN
Davines [comfort zone]

ITALY

www.comfortzone.it

*A*n expert in formulating and manufacturing advanced results-oriented skin care and rituals for spas and salons with a serious sustainable approach, Davide Bollati has watched his family enterprise extend far beyond European borders and evolve into a well-known trademark in international cosmetics. He oversees the distribution of the [comfort zone] brand, which now offers education, design, and development consultancy in over 40 countries worldwide and has collected an impressive array of worldwide recognition (Marie Claire Prix d'excellence 2010 Ethical Product Special Nominee, AsiaSpa Best Spa Brand 2008, Best European Spa Product 2006). The company is also well-known among professionals for the Davines hair care and color line.

Wendy Bosalavage

PRESIDENT
American Leisure

UNITED STATES

www.americanleisure.com



*W*endy Bosalavage has more than 20 years of experience in the lifestyle industry, in the areas of fitness, spa, and wellness. Her hands-on approach has been instrumental in ensuring that the goals of American Leisure's clients are met with success in staff recruitment, development, training, sales, marketing, operations, branding, and customer service. Ms. Bosalavage is a founding member of the Medical Spa Society and is the immediate past president of the Day Spa Association. She is also a corporate director of the Glen Ivy Hot Springs Spa and Day Spa, located in California. Ms. Bosalavage is a graduate of Fashion Institute of Technology in New York City.



Philippe Bourguignon

CEO
Revolution Places LLC

UNITED STATES

www.revolution.com

Philippe Bourguignon is vice chairman of Revolution Places, CEO of Miraval, and CEO of Revolution Places Development. Prior to joining Revolution Places, he was the chairman of Aegis Media France and co-CEO of the World Economic Forum. Mr. Bourguignon served as chairman and CEO of Club Méditerranée, worked with Disney in several capacities (EVP of Disney Europe and chairman and CEO of Euro Disney), and spent 14 years with the Accor group. Mr. Bourguignon sits on the boards of eBay, Palais de Tokyo, Informed Judgment, and Zipcar. He is a member of the executive committee of the World Travel & Tourism Council and has been named Chevalier of the Legion of Honor and Officer in the Ordre National du Mérite.

Filip Boyen

COO
Orient-Express

UNITED KINGDOM

www.orient-express.com



*F*ilip Boyen was appointed COO for Orient-Express Hotels in September 2009, after serving as vice president of hotel operations for two years, as well as a general manager and managing director for a number of the company's properties for several years prior. In his current position, Mr. Boyen has operational responsibility for all the company's hotels, restaurants, trains, and cruises, with a focus on profitability, quality assurance, and service standards. Beginning his career in the food industry, Mr. Boyen has also worked for Marco Polo Hotels & Resorts, the Galawa Beach Hotel, Comores, Indian Ocean; Carlton Hotel, Johannesburg, South Africa; and at the Ramada Renaissance Resort Hotel in Antalya, Turkey. He has also served as an executive chef in the United Kingdom and Belgium.



Renate Brune

CEO
Alt Madlitzer Muhle GmbH

GERMANY

www.gutklostermuehle.com

*R*enate Brune, chairman of Brune Group and managing partner of Gut Klostermuehle, has more than 15 years of professional experience in asset management and project development of business facilities and shopping centers. Ten years ago, Brune Group acquired Gut Klostermuehle, which was built by Carthusian monks in the 14th century. Ms. Brune's company transformed this historic site, located east of Berlin, into a high-level medical wellness resort, cooperating with leading therapists and the Charite Berlin. She has recently launched Brune Balance, a new medical spa concept.

Knut Büngen

INTERNATIONAL PROJECT
CONSULTANT
Klafs GmbH & Co. KG

GERMANY

www.klafs.de



*I*n the spa business since 1996, Knut Büngen has overseen a vast amount of spa projects from many perspectives. He has an extensive background in architecture, starting as a site manager before owning and managing from conception a turnkey construction company specializing in fitness and spa projects. For the past four years, Mr. Büngen has been in charge of international project consultancy for the Klafs spa division, handling dozens of major international spa projects on a yearly basis. In 2009, he took over the responsibility of all Klafs projects in Switzerland.



Keith Burnet

VP GLOBAL SPA & FITNESS
Hilton Worldwide

UNITED KINGDOM

www.hilton.com

Currently based in the Hilton offices in London, Keith Burnet is responsible for Hilton Worldwide's global spa and fitness development, which includes the rollout of new fitness and spa concepts for the Waldorf Astoria Collection, Conrad, Hilton, Hilton Grand Vacation, and Doubletree brands. He also oversees the operations and performance of more than 200 fitness and spa facilities worldwide. Mr. Burnet also serves as managing director of LivingWell Health & Leisure, Hilton's international health club business.

Jeff Butterworth

WELLNESS DIRECTOR
Jumeirah

UNITED ARAB EMIRATES

www.madinatjumeirah.com/talise



*J*eff Butterworth is a naturopathic doctor with more than 16 years of experience in the wellness industry as an integrated practitioner, lecturer, author, and spa director. He is known in Australia through his work in nutraceuticals. In 2002 Mr. Butterworth established a five-star wellness resort in India combining elements of Ayurveda, naturopathic medicine, Chinese medicine, yoga, and meditation. In 2008, he was recruited by the Jumeirah group to establish an integrated wellness facility, incorporating onsite pathology and diagnostics, as well as conventional and naturopathic medicine, Ayurveda, and Chinese medicine. In his current role, Mr. Butterworth is growing the Jumeirah spa brand, Talise.



María José Caldentey

EDITOR, DIRECTOR
EstheticWorld, EstheticSpa

SPAIN

www.esthetic.es

María José Caldentey has held management positions at some of Spain's most important publishing companies, such as Bertelsmann's Plaza & Janes (Random House Mondadori today) and Larousse Planeta, part of Havas (France) and Planeta (Spain). She was the literary critic for the Spanish newspapers *El Pais* and *La Vanguardia*. Ms. Caldentey is a frequent lecturer at Esthetic Business Conferences/Seminars, an associate professor at the University of Malaga for cosmetics chemistry, and speaker at Conferences Clinica Planas (Esthetic Medicine). She is the commissioner of the International Congresses Spa-Wellness, a division of the Esthetic International Fair at Institution Ferial de Madrid, and editor, CEO, and founding partner of *Ediciones Aribau*, publisher of several magazines (*Esthetic Spa*, *Esthetic Nails & Make-up*, *Esthetic Web*).

Alfredo Carvajal

EXECUTIVE VICE PRESIDENT
Universal Companies

UNITED STATES

www.universalcompanies.com



*A*lfredo Carvajal joined Universal Companies in June 2008 as senior vice president, sales and marketing. He brought 20 years of experience in hotel and spa operations, management, service development, and strategic planning to the organization. Since being promoted to executive vice president, Mr. Carvajal oversees Universal's sales, operations, and branding departments and is responsible for developing the domestic and international resort and day spa market segments. He previously held management and executive positions with Royal Caribbean Cruise Lines, the Walt Disney Company, Ritz-Carlton Hotels, and Canyon Ranch Health Resorts. He serves on several executive and advisory boards like the University of California Irvine's Spa Management Program.



Cassandra Cavanah

EXECUTIVE DIRECTOR
SpaFinder EMEA

UNITED KINGDOM

www.spafinder.co.uk

*C*assandra Cavanah brings more than a decade of public relations and marketing experience to SpaFinder Europe, along with a love for spa treatments and an ever-enduring desire to make health and fitness a key part of her life. As Executive Director of SpaFinder EMEA, she is responsible for marketing and public relations as well as management of the European web development strategy. Previously, Ms. Cavanah was the managing partner of her own international marketing consultancy, Fizz Communications and was a director of RBI Communications based in Los Angeles. Ms. Cavanah has also worked in publishing as an editor for a variety of business, technology, and sports magazines. She holds a Bachelors Degree in English Literature from UCLA.

Lopo Champalimaud

CEO & FOUNDER
Wahanda

UNITED KINGDOM

www.wahanda.com



Lopo Champalimaud is the chief executive officer and cofounder of Wahanda, a London-based health, beauty, and wellness community and marketplace that connects consumers, wellness businesses, and professionals through content, ratings, reviews, and commerce. Prior to cofounding Wahanda in 2008, Mr. Champalimaud was the managing director of European Lifestyle for lastminute.com, where he was responsible for developing all aspects of nontravel business across Europe. From 1994 to 2004, he was the cofounder and managing director of Fulcrum Analytics, one of the leading database marketing and online-marketing research firms in North America.



Rekha Chaudhari

CEO
JCKRC & Co.

INDIA

www.jckrc.com

*R*ekha Chaudhari is a well-known personality and pioneer in the Indian spa industry. Ms. Chaudhari has patented therapies like the Novel Rope Massage, the Geo Thermo Therapy, and Hand and Foot Spa and is developing nonsurgical techniques for the relief of varicose veins. Her passion and expertise in beauty and wellness for the past 20 years have earned her special recognition. She holds internationally acclaimed certifications like CIDESCO in aesthetics care and has undergone intensive advance training in beauty, skin care, and spa in France and Germany. Ms. Chaudhari was one of the speakers at the Express Spa & Wellness World Seminar, recently held at Mumbai, and her articles on aesthetic care and wellness have been published in many leading health-care magazines.

James Chenevey

CEO
Earthlite/Living Earth Crafts

UNITED STATES

www.livingearthcrafts.com



*A*s CEO and co-owner of EarthLite and Living Earth Crafts, a global supplier of spa and massage treatment tables, James Chenevey has led the company's unprecedented growth in markets around the world since 2003. He previously managed the \$430-million international division of Callaway Golf and consulted in the consumer products group of McKinsey and Company, a global management consulting firm. Mr. Chenevey has held a number of private and public sector board positions with companies such as Electra Bicycle, the Green Spa Network, Alp-n-Rock Apparel, Harvard Club of San Diego, La Costa Youth Organization, and Callaway Golf KK, and Callaway Golf Europe. He graduated with honors from Harvard University and Harvard College Business School.



Theresa Chew

PRESIDENT
Spa & Wellness Association Singapore
SINGAPORE

www.spaandwellness.org

*T*heresa Chew, the founder and CEO of Expressions, is a leading wellness, spa and beauty expert, and spa provider whose business is expanding into various regions. Ms. Chew is a pioneer who brought in the concept of Total Wellness into Singapore. Being the founder of the Asia-Spa Institute, she seeks to raise the education standards of spa operators all over the world. She also contributes regularly to articles in the press and is frequently featured in the media. Ms. Chew was also the first Asian woman to serve as an ISPA Director, from 1995-1998. She also sat on the ISPA Foundation Board from 2000-2003. Ms. Chew is the current President of Spa and Wellness Association, Singapore.



Dr. Marc Cohen

PROFESSOR
RMIT University

AUSTRALIA

www.rmit.edu.au

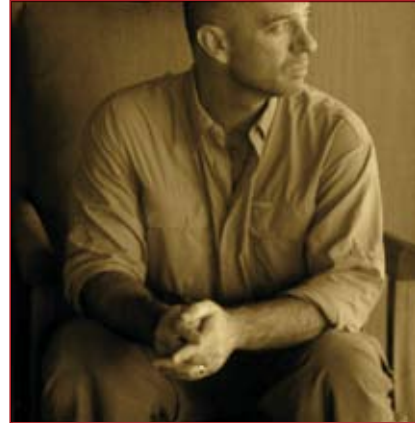
*D*r. Marc Cohen is an authority in holistic health and wellness and professor of complementary medicine at RMIT University, where he leads the world's first online Master of Wellness degree program and performs research into natural medicine and wellness. He is an expert adviser to the Australian Therapeutic Goods Administration's Complementary Medicine Evaluation Committee and sits on the advisory board of many national and international associations, including the International Research Centre for Health Ageing and Longevity. Dr. Cohen co-edited the text *Understanding the Global Spa Industry* with Professor Gerry Bodeker from Oxford and has also written extensively on holistic health and natural medicine in both lay and academic publications. He is a Global Spa Summit board member.

Cary Collier

PRESIDENT
Blu Spas Inc.

UNITED STATES

www.bluspasinc.com



With 25 years in the spa industry, Cary Collier is an expert in spa planning, design, operations, management, and development of spa brands worldwide. Mr. Collier serves as the Principal for Blu Spas Inc. and Collier | Collier Spas. He has a degree in marketing and finance and has worked in 25 countries and completed over 250 spa projects. Mr. Collier and his wife, Kim, lived and worked in Asia (Hong Kong, Bali) during the 1990s and are internationally recognized for their work as a “spa couple.”



Richard Corsini

PRINCIPAL
Corsini Architects

UNITED STATES

www.corsiniarchitects.com

*R*ichard Corsini is Principal of Corsini Architects. He has over 15 years of experience in architecture and urban design at a broad range of scale, from the public sector urban design and planning consulting; university programming and architectural design; to commercial and residential architecture, landscape, and interior design. Mr. Corsini is a lecturer at the University of Southern California and has curated exhibitions including, “Architecture in Balance: 7 Southern California Architects” at the Pasadena Armory Center for the Arts. Mr. Corsini received his Masters in Architecture in Urban Design from Harvard University and a Bachelor of Architecture from Cal Poly Pomona.

John Robert Cowling

MANAGING DIRECTOR
ProHealth Consulting

SOUTH AFRICA

www.iaafrica.com



*H*aving been involved in the wellness industry for 25 years, John Robert Cowling established the first research-based weight management program at the University of Cape Town's medical school and developed wellness centers focusing on corporate health and obesity in major South African cities. He introduced his NUTRIFIT Wellness Program at Brookdale Health Hydro in KwaZulu-Natal and was appointed as a spa and wellness consultant to Arabella South Africa Holdings, where he was part of a team that established the AltiraSPA brand in Europe. After a stint with Sante Spa & Wellness Centres as its COO, Cowling launched the ONEWellness brand through his company, Queensgate Hotels & Leisure.



Charles Davidson

OWNER/DIRECTOR
Peninsula Hot Springs

AUSTRALIA

www.peninsulahotsprings.com

Charles Davidson is Founder & Director of Peninsula Hot Springs, one of Australia's first natural hot mineral spring bathing and spa centers. Mr. Davidson is actively involved in the expansion of Peninsula Hot Springs to include accommodation and wellness offerings and the possible partnering with an international hotel brand. He is passionate about the integration of international hot springs, spa, and well-being practices. During the past 12 years, Mr. Davidson has undertaken research missions to 17 countries to study the ways various cultures utilize hot springs. Mr. Davidson recently established a web-based search directory called *www.hotspringsearth.com*. He is also director of the Australian Spa Association, where he is responsible for the administration of the 'International Relationships' and 'Tourism' portfolios.



Joerg Demuth

PRESIDENT
The Organic Spa

GERMANY

www.theorganicspa.eu

A leading personality in Europe’s natural organic spa industry, Joerg Demuth is the founder of the Organic Spa and the brand Anika Organic Luxury, a certified organic spa product line, that respects humans by fair trade and nature by sustainable practices. He is an expert member of the international COSMOS standard for “certified organic skincare,” ambassador of the Naturland organic cosmetic standard, and an affiliate of the Asia-Pacific Spa & Wellness Coalition’s Products Task Force. Mr. Demuth is a pioneer in developing, producing, and garnering certified organic spa products and has been hailed as a “leading innovator” in a World Trade Organization industry study.

Brigitte Diem-Guy

GENERAL MANAGER,
SPASOFT
PAR Springer-Miller System

CANADA

www.springermiller.com



A Switzerland native, Brigitte Diem-Guy has spent the last 20 years in North America working for large international hospitality companies in executive roles in operations, sales, marketing, and international business development. With over 24 years of broad-based hospitality experience, she has been extremely effective in driving results in product development, marketing, operations, and the successful positioning of hospitality corporations. Prior to joining PAR Springer-Miller Systems, Ms. Diem-Guy worked for the Toronto Convention and Visitors Bureau as corporate director of sales and marketing. She was responsible for the economic recovery of the convention and meeting sector post-SARS, ensuring consistent corporate imaging with related strategic initiatives, as well as positioning the new brand for Toronto within the international marketplace.



Anthony DiGuiseppe

PRESIDENT, CEO
DiGuiseppe Architect

UNITED STATES

*A*nthony DiGuiseppe, AIA RIBA, is president and CEO of DiGuiseppe Architect, an international hotel and resort design firm with offices in New York and Boca Raton. A member of the American Institute of Architects, as well as a chartered member of the Royal Institute of British Architects, Mr. DiGuiseppe's architecture and interior design work has been published extensively, and he has spoken at conferences on the hospitality industry and on green and sustainable design. He was invited to join *Hotel Design Magazine's* Design Roundtable at HD 2008 in Miami Beach. Recent hospitality projects include the five-star spa at the Trump Soho, featuring the first and only hammam in New York City, the Providence Biltmore Hotel's spa suites, the Emerson Resort & Spa, and a sustainable resort concept in St. Martin.

Hildegard Dorn-Petersen

FREELANCE JOURNALIST
Hotel Consult, Top Hotel

GERMANY

www.hotel-consult.de



Hildegard Dorn-Petersen writes regularly for Germany's leading hotel magazine, *Top Hotel*, and is coauthor of *SPA 2010*. Her columns can be found in trade press such as German-based *AHGZ*, Austrian *ÖGZ*, and *Gastwirt*. With vast experience in the hotel industry since 1973 and studies at Cornell University, she has specialized in the spa business for more than 15 years. Ms. Dorn-Petersen is a member of the German Wellness Association and is deeply involved in "Real Wellness." She explores spas and wellness hotels as a mystery guest and is highly regarded for her critical reports. Her analysis on the "Wellness Destination Usedom" contributed a great deal to the recognition and growth of Usedom island on the Baltic Sea as a hot spot for spa and wellness seekers.



Dzigbordi K. Dosoo

CEO
Allure Africa Ltd.

GHANA

www.allureafrica.com

*A*fter 10 years in finance, Dzigbordi Dosoo turned to her passion for wellness, creating Allure Africa Ltd, an award-winning day spa group based in Ghana. Allure Africa establishes day spa and beauty-related brands in premium services, education, product distribution, and consulting throughout Africa. Allure Africa's current subsidiaries are Allure Ghana Ltd, a multiple chain of day spas in Ghana, and Allure Sales and Distribution Company Ltd, distributors and sole representatives of 16 international brands from North America and South Africa. Dosoo also conceptualized an authentic African skin and body care aromatherapy and spa line (Kanshi), which incorporates ingredients from West Africa. Allure Africa has won the International Star Award for leadership in quality and in recognition of its commitment to technology and innovation.

Richard Dusseau

CEO
Spa Strategy, Inc.

UNITED STATES

www.spastrategy.net



*R*ichard Dusseau is the co-founder and CEO of Spa Strategy, Inc. in 2002. In the five years he ran Spa Strategy, Mr. Dusseau built the company from a regional consulting firm into one of the most sought-after international consultancies for spas across the globe. Dusseau's industry credits include being a founding member of the board of directors of the Global Spa Summit, a member of the Advisory Board for the University of Denver, Daniels School of Business HRTM School, and holding a position on the editorial board for the ISPA Foundation text on "best business practices for spas." Mr. Dusseau has also sat on the Ritz-Carlton Owners' Advisory Council.



Adrian Egger

MANAGING DIRECTOR
SPA DIVISION
Klafs

GERMANY

www.klafs.de

*D*uring numerous relocations overseas, Adrian Egger acquired the kind of cultural appreciation that would allow him to take into account those all-important regional and national idiosyncrasies that are crucial to the successful accomplishment of a project. For the past 12 years, he has held leading positions in the wellness and spa industry, thus consolidating his professional expertise as a qualified and established industry expert. Previously, Mr. Egger was responsible for numerous top international projects: Hilton, Marriott, Sheraton, Holmes Place, Center Parcs, Mövenpick, Falkensteiner Group, etc. Since January 2010, he has invested the full extent of his experience base in the KLAFS GmbH & Co. KG as managing director of the spa division.

Pete Ellis

CHAIRMAN & CEO
SpaFinder, Inc.

UNITED STATES

www.spafinder.com



*P*ete Ellis has been a leading business innovator with every enterprise he has owned and operated since the mid-1970s. In 1994–95, using technology and innovative marketing strategies, he launched the first automobile buying and research website, Autobytel. After taking Autobytel public in 1999, Ellis formed Jubilee Investments. In 1999, Jubilee funded an investment in SpaFinder, eventually becoming the majority shareholder, and in 2001, Mr. Ellis became chairman and CEO. SpaFinder has become the world's largest spa marketing and media company, growing from a U.S.-based marketing program to an international platform with joint venture partners in Europe and Asia. Mr. Ellis has been honored by *Advertising Age* as one of the top marketers in the U.S. He is chairman of the Global Spa Summit.



Susie Ellis

PRESIDENT
SpaFinder, Inc.

UNITED STATES

www.spafinder.com

*A*s president of SpaFinder, Inc., a leading spa marketing and media company, Susie Ellis is a respected analyst and commentator on the global spa and wellness industries. She is the author of SpaFinder's annual *Spa Industry Forecast*, the popular *Ask Susie* and *Susie's Industry Blog*, and is frequently featured in major publications including *The New York Times*, *The Daily Telegraph*, and *Time* magazine. Ms. Ellis was recently appointed to *New Beauty* magazine's editorial advisory board and will be a driving force behind *New Beauty/SpaFinder: The Global Spa, Beauty & Wellness Annual*, which will premiere in November 2010. She leads SpaFinder's initiative to raise awareness of, and help prevent, melanoma skin cancer. She is currently a board member of the Global Spa Summit and holds a MBA from UCLA.



Paul Elmslie

MANAGING DIRECTOR
Humantra/HealthCert

AUSTRALIA

www.healthcert.com.au

*P*aul Elmslie is founder and managing director of HealthCert, a company dedicated to the continuing education of medical practitioners. Mr. Elmslie has co-developed Humantra, a therapist skin check training program and joint venture with RMIT University professor Dr. Marc Cohen. He has also developed TeleDermSPA, which enables in-spa dermatology detection with remote specialist analysis, and continues to develop innovative methods to combine medical screening services within spa facilities. As a business speaker and visionary, Mr. Elmslie's mission is to empower people with knowledge, enabling them to create excellence in service to others.

Martine Fehr

GROUP SPA DIRECTOR
Victoria-Jungfrau Collection

SWITZERLAND

www.victoria-jungfrau-collection.ch



*M*artine Fehr joined the renowned hotels Victoria-Jungfrau and Palace Lucerne more than four years ago. Under her vigilant guidance, the Victoria-Jungfrau Spa has received many awards and remained at the forefront of Switzerland's hotel spa industry. Ms. Fehr's most important challenge has been consistently deploying the synergies of the two ESPA's in Lucerne and Interlaken. The implementation of the exclusive Sensai Select Spa was a project she developed from the very beginning. Named "Spa Manager of the Year" by the Swiss economic magazine *Bilanz*, Ms. Fehr is highly respected in the spa industry. She is a graduate of Ecole Hôtelière de Lausanne and holds a bachelor of science degree in hospitality management.



Catherine Feliciano-Chon

FOUNDER &
MANAGING DIRECTOR
CatchOn & Company

HONG KONG

www.catchonco.com

Catherine Feliciano-Chon is the founder and managing director of CatchOn, a strategic marketing communications consultancy specializing in hospitality, leisure, and wellness. CatchOn has been a force behind some of the industry's well-known brands, including Shangri-La's CHI spas, Banyan Tree Resorts, Mandarin Oriental, and Fairmont Raffles Hotels, and has launched more than 50 cosmetic brands in Asia. Under her direction, CatchOn has pioneered a number of Asian spa consumer studies. Ms. Feliciano-Chon has been widely published and quoted in publications like *TIME* (Asia), *Asian Wall Street Journal*, *South China Morning Post*, *Spa Business*, *AsiaSpa*, and *Pulse* and is a sought-after speaker for her insights on the Asian consumer market and emerging trends. She was recently named "Spa Personality of the Year" by *AsiaSpa*.



Gustavo Filgueiras

CEO
Emiliano Hotel

BRAZIL

www.emiliano.com.br

*G*ustavo Filgueiras is the CEO of Hotel Emiliano, a Leading Small Hotels of the World property located in Sao Paulo, Brazil. Responsible for strategic, operational, and financial capacity of the hotel, Mr. Filgueiras has also participated in several ventures in construction and real estate. Mr. Filgueiras graduated with a degree in Architecture from Mackenzie University and conducted his post-graduate work in Business Administration at the Getulio Vargas Foundation in Sao Paulo. He also attended an Executive Program for Growing Companies at Stanford University.

Kerstin Florian

PRESIDENT
Kerstin Florian International

UNITED STATES

www.kerstinflorian.com



*K*erstin Florian is the visionary behind the Kerstin Florian International spa brand, currently partnered with luxury resort, day, and destination spas worldwide in Asia, Canada, Dubai, Europe, Russia, and the United States. Adopting an “outer-beauty-and-inner-health” philosophy, Ms. Florian possesses a profound expertise in skin care and product development, spa treatment development, and spa culture. A Swedish native, she credits her brand’s longevity and success to the implementation of pure natural resources, cutting-edge technologies, and research, combined with Eastern and Western influences.



Frank Flynn

PRESIDENT
Hamмам Consultants, LLC

UNITED STATES

www.hammamconsultants.com

*H*aving an understanding of cultural persuasion in the construction and design industry, Frank Flynn decided to import the fifth-century hammam concept to the United States six years ago. Mr. Flynn has a design and building company based in Ft. Lauderdale, Florida, and has worked with associate architects in Brussels and Turkey, performing due diligence, research, and development for his company Hammam Consultants. Mr. Flynn has been able to recreate the original concept of the fifth-century hammams and support his clients with the proper training required to run a successful authentic hammam. He is currently supporting the Mandarin Oriental in Las Vegas and Trump Soho in New York and is about to introduce his product in Chicago and Miami.

Sallie Fraenkel

COO
SpaFinder, Inc.

UNITED STATES

www.spafinder.com



*S*allie Fraenkel joined SpaFinder, Inc. in 2004, bringing 20 years of marketing experience and a lifelong interest in health, fitness, and wellness to the company. As COO, Ms. Fraenkel is responsible for SpaFinder’s revenues and operations, including marketing, sales, customer service, technology, and SpaFinder.com. Since joining SpaFinder, Ms. Fraenkel has created and led many successful initiatives, including “The Spa Experience,” the industry’s first experiential spa event at Grand Central Terminal in New York City and SpaFinder Deal Days, which provides discounted spa treatments to spa-goers nationwide. Under her leadership, SpaFinder has experienced significant growth, and today partners with over 9,500 spas and salons worldwide. Previously, Ms. Fraenkel served as Showtime’s senior vice president – Program Enterprises & Distribution.



Jan Freitag

VP, GLOBAL DEVELOPMENT
Smith Travel Research

UNITED STATES

www.smithtravelresearch.com

*I*n his role as vice president of global development at Smith Travel Research (STR), Jan Freitag oversees all projects charged with the accumulation and interpretation of global lodging data. Prior to joining STR, he was the director of content integrity at *hotelreports.com* and was a hospitality consultant with Ernst & Young in Phoenix. He is quoted by news organizations and publications such as the *Wall Street Journal*, *The New York Times*, the Associated Press, Reuters, and *Forbes*. Mr. Freitag writes a monthly column for *Lodging* magazine, the official magazine of the AH&LA. He received his undergraduate degree from Cornell's School of Hotel Administration and his executive MBA from Vanderbilt University. Mr. Freitag oversees all aspects of the Spa STAR program, which brings benchmarking and market insights to the global spa industry.

Fabrice Garrigues

MANAGING DIRECTOR
The Private Spa

INDONESIA

www.theprivatespa.com



*F*abrice Garrigues has held the position of managing director of the Private Spa since 2001, overseeing the export of technology and products to 102 countries across the globe. He was a general manager in the hotel and resort industry for 10 years before joining The Private Spa group, a total solution for wellness and well-being driven by sustainable and environment-conscious operations. Mr. Garrigues is a founding member of the Bali Spa and Wellness Association and also serves as the representative for Indonesia at the Asia-Pacific Spa & Wellness Coalition.



Barbara Gavazzoli

MARKETING COMMUNICATION
EDUCATION DIRECTOR
Davines Spa

ITALY

www.davines.it

*B*arbara Gavazzoli's strong international background, combining university and masters studies in modern languages, marketing, and naturopathy, has allowed her to fuse the business side of the skincare market with a deep understanding of solid consumer connections. As international marketing and education director for the Italian-based company [comfort zone], Ms. Gavazzoli implements the best practices of "teamwork and emotional intelligence" to find a balance between experience and results, which she credits as the key to the brand's success. Thanks to an intensive focus on international development, the brand is now present in more than 40 countries and has been honored with numerous awards.

Don Genders

MANAGING DIRECTOR
Design for Leisure

UNITED KINGDOM

www.designforleisure.com



*A*s managing director for Design for Leisure, Don Genders leads his team in the design and implementation of hydrothermal experiences. With more than 20 years of experience in the spa industry, he initially built Design for Leisure's reputation in the U.K. hospitality and high-end private residence markets, before branching out to projects in the Middle East and the United States. The company most recently established Klafs USA to operate as the exclusive partner of the global market leader, Klafs GmbH & Co. Mr. Genders is a founding member of the Global Hydrotherapy Spa Standards Association, which formally launched at the 2009 Global Spa Summit.



Manuel Geyer

COO
Schletterer International Group

AUSTRIA

www.schletterer.com

*M*anuel Geyer is the new COO at Schletterer Wellness & Spa Design GmbH. He started as director of international project development at Schletterer Wellness & Spa Design GmbH in May 2008. In this position he was responsible for real estate development, all development projects, partner management, feasibility studies, project calculation, finance management, and reporting. Since November 2009, Mr. Geyer is supporting the management team at Schletterer as COO. He has long-term experience in finance, sales, and marketing and has worked for renowned companies like Leuze, General Motors, and Österreichische Post AG.

Sammy Gharieni

FOUNDER AND CEO
Electro-Medical Gharieni GmbH

GERMANY

www.gharieni.com



*A*fter studying Electrical Engineering, Sammy Gharieni founded the Gharieni Ltd. in 1992 as a trading company, which emerged as one of the leading manufacturers of wellness, cosmetics and podiatry interior in Europe. The Gharieni philosophy, creating customized products, is just one reason why his company provides spas and hotels in more than 40 countries all over the world. In addition to representing the company, Mr. Gharieni influences the development of products with his ideas and his know-how always aspiring at innovation, practicability, and a high-quality standard.



Andrew Gibson

GROUP DIRECTOR OF SPA
Mandarin Oriental Hotel Group

HONG KONG

www.mandarinoriental.com

*A*ndrew Gibson is the group director of spa for Mandarin Oriental Hotel Group, providing global support to the design, development, and operation of Mandarin Oriental Spas. He is a well-known and respected spa professional with 25 years of luxury and diversified hotel and leisure services experience. Mr. Gibson has covered almost every part of the spa service industry. He has worked for a construction company specializing in building health facilities. He has raised money for, conceptualized, and built his own luxury resort spa. He has helped to establish Six Senses as a major spa brand and worked with Raison d'Étre to help leading hotels define their spa concept. Mr. Gibson holds a B.A. in recreation management and environmental conservation and sits on the board of the Global Spa Summit and ISPA.

Martin Goldmann

CEO
Azur Ambiente

PORTUGAL

www.azurambiente.com



*M*artin Goldmann is CEO of Azur Ambiente, a luxury spa furnishings company based in Portugal. Aside from being known as a spa guru among his colleagues, Mr. Goldmann is a frequent participant in global conferences and events, including the inaugural Paris HotSpa forum in 2009.



Basak Gursoy

PUBLIC/PATIENT RELATIONS
BSK Lara Hospital

TURKEY

www.bsk.gen.tr

*B*asak Gursoy received her master's of business from the graduate business program of the H-E-B School of Business & Administration at the University of the Incarnate Word in San Antonio, Texas. A researcher and author in the area of medical tourism, Ms. Gursoy has recently joined the BSK Lara Hospital (BSK Healthcare Group) in the department of Public/Patient Relations. Ms. Gursoy is a native of Turkey.



Joe Gutierrez

VICE PRESIDENT
Pritikin

UNITED STATES

www.pritikin.com

*A*fter losing more than 50 pounds on the Pritikin Program in 1999, Joe Gutierrez recognized that healthy lifestyle change is the trend of the future, not only in the U.S., but worldwide. Mr. Gutierrez changed his career from corporate finance at Price Waterhouse to health prevention and joined the Pritikin Organization as Vice President and COO/CFO. The Pritikin Longevity Center and Spa, established in 1975, was one of the first medical spa with a scientifically documented weight loss and wellness program. Praised by scientists from Harvard to UCLA, Pritikin's results have been published in more than 115 studies in top peer-reviewed medical journals like the *New England Journal of Medicine*.

Susan Harmsworth

FOUNDER & CEO
ESPA International

UNITED KINGDOM

www.espainternational.co.uk



*A*s founder and CEO of ESPA, Susan Harmsworth boasts over 35 years of experience in all parts of the spa industry (concept, design, operations, spa treatments, and products), and she has created outstanding award-winning lifestyle spas for five-star clients including Peninsula, Ritz-Carlton, Bulgari, Four Seasons, One&Only, the Metropole Monte Carlo, Victoria-Jungfrau Grand Hotel, and many more. Key to her personal and business philosophy, which is focused on a balanced lifestyle and well-being, are holistic concepts, natural and organic ingredients, and a genuine desire to create ESPA projects, treatments, and spas that really work. She is a current board member of the Global Spa Summit.



Séan C. Harrington

MANAGING DIRECTOR
Elemis Limited

UNITED KINGDOM

www.elemis.com

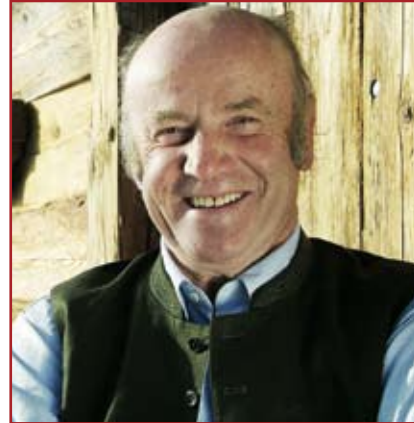
A leading figure in the international spa industry, Séan Harrington continues to build on his reputation as a dynamic and entrepreneurial marketer. He joined Elemis Ltd in 1991, and in 1996 was appointed managing director. Traveling the world, researching and carving a niche for Elemis in the global spa and skin-care industry, Mr. Harrington has continued to push the international expansion of the brand. He was responsible for spearheading the launch of the first UK Elemis day spa and the Elemis spa therapies. Elemis can be found in more than 100 department stores globally, and the future sees exciting new developments within Elemis's e-commerce strategy and new travel retail business, spearheaded by a partnership with British Airways. Elemis was just named Best British Brand at the 2010 CEW Beauty Awards.

Paul Haslauer

GENERAL MANAGER
Haslauer GmbH

GERMANY

www.haslauer-gmbh.de



*P*aul Haslauer is the cofounder of Haslauer GmbH, a family-run business with expertise in the areas of balneology, physiotherapy, and naturopathy. Celebrating his company's 40th anniversary in 2008, Mr. Haslauer has worked extensively with peloids (muds) and herbs and has pushed the development of related products and treatment technologies, such as the Soft-Pack-System of herbal, mud, and crème treatments, which has more than 2,000 pieces in operation worldwide. As cofounder, Mr. Haslauer oversees the operations of the company's two locations in Salzburg and the Upper Bavarian Mitterfelden. Haslauer GmbH also has its own training and education center, where therapists learn the latest insights and know-how.



Wolf Hengst

CHAIRMAN
Wahanda

UNITED STATES

www.amalaholdings.com
www.wahanda.com

*B*orn in Germany and raised in Australia, Wolf Hengst began his career at Hilton International in London and Paris before joining Four Seasons Hotels and Resorts, where he worked his way up from general manager to president, worldwide hotel operations. After more than 30 years with Four Seasons, Mr. Hengst retired in January 2007. He currently sits on the boards of Six Senses Hotels and Resorts; Alain Ducasse Entreprises, Paris; Duet India Hotels Fund; the Graduate Management Admission Council (GMAC); and the Atlantic Theater Company in New York. He also serves on advisory boards of the University of Houston Hotel School and Pearson Educational Testing and is a trustee of the James Beard Foundation. Mr. Hengst is chairman of the board of Wahanda, an Internet-based company in the spa and wellness field, headquartered in the U.K.

Norbert Hintermayer

CHIEF EDITOR
SPA WORLD BUSINESS
Hintermayer Media

AUSTRIA

www.spaworldbusiness.com



*A*fter more than 15 years in the publishing business, in special interest media, Mr. Hintermayer founded *SPA WORLD Business* in 2006. The magazine is a leading special interest magazine in German speaking countries and has a holistic approach to the spa and wellness industries. Mr. Hintermayer also developed the accompanying internet platform www.spaworldbusiness.com and organizes a yearly SPA EVENT in Austria. As the owner and managing director of the Agency for Health & Wellness, he organizes the European Health & Spa Award, one of the top distinctions for innovative spa companies in Europe.



Demian Hodari

PROFESSOR
Ecole hôtelière de Lausanne

SWITZERLAND

www.ehl.ch

*D*emian Hodari is a faculty member at the Ecole hôtelière de Lausanne (EHL), where he teaches strategic management to masters and undergraduate students. Prior to his academic career at EHL, Mr. Hodari spent 15 years directing hotels and hospitality management companies. He shares his expertise as a frequent speaker at industry events and academic conferences, as well as through numerous published academic cases and articles. Mr. Hodari received his B.A. degree in comparative religions from Georgetown University and his master's from Cornell University's School of Hotel Administration. He recently received his Ph.D. in strategic management from the University of Surrey.

Cindy Hoddeson

DIRECTOR OF MEETING
& INCENTIVE SALES
Monaco Government Tourist Office

UNITED STATES

www.visitmonaco.com



*C*indy Hoddeson has been with the Monaco Government Tourist Office as the director of meeting and incentive sales since 1988. She manages a department responsible for growing meeting and incentive business in the United States and Canada, and the inclusion of spa services has become an integral component of many corporate meetings and motivational trips. In 2004 HSH Prince Rainier III granted her an honorific distinction with the presentation of the “Chevalier de l’Ordre de Grimaldi” medal for her contribution to the advancement of tourism in the principality. She received her BA in French literature at Emory University, followed by an MSW at Yeshiva University. Ms. Hoddeson has served on the board of directors of MPIGNY and on the Hospitality Partners Committee of FICP.



Camille Hoheb

PRINCIPAL
Global Spa and Wellness

UNITED STATES

www.globalspaandwellness.com

*C*amille Hoheb is the principal of Global Spa and Wellness, an advisory firm focusing on emerging global shifts and the convergence of health care, hospitality, and spa. With 20 years of experience, Ms. Hoheb developed 100+ medical spas nationwide, held executive positions with several spa companies, and specialized in hospital marketing for 10 years. Later, Ms. Hoheb was charged with developing health tourism and increasing executive health business for the only medical and wellness institute in the entire Four Seasons portfolio worldwide. She sits on the advisory boards of *Health Tourism Magazine* and *Corporate Health and Wellness Magazine* and has spoken at several medical tourism conferences on the topics of spa, integrative medicine, and corporate health.

Hermann Holme

MANAGING DIRECTOR
GeoSpaGermany GmbH

GERMANY

www.geospa.de



*H*ermann Holme of GeoSpa has played an integral part in the evolution of the spa industry for more than 18 years, applying German standards to the quality and design of spas. The reliability that Mr. Holme has brought to the development of Spa Experience Zone is a strong reason for the long-term alliances that have resulted for GeoSpa with leading international hotels brands worldwide. Accumulating valuable knowledge and know-how, he has worked closely with leading spa consultants, architects, designers, and hotel brands, focusing on manufacturing, design, and installation of Spa Thermal and Experience Zone equipment.



Donna Holtom

PRESIDENT
Leading Spas of Canada
PRESIDENT
Holtz Spas Inc.

CANADA

www.leadingspasofcanada.com
www.holtzspa.com

*A*side from her role as President of Holtz Spa Company and Sante Restaurant, Donna Holtom is the President of Leading Spas of Canada, which among its many efforts, works in conjunction with CTC & the International Spa Association to produce industry research. In addition to her dedication to the general Ottawa community, Ms. Holtom is affiliated with the Canadian Tourism Commission Task Force on Spa and Wellness as well as the Thailand Department of Export Development.



Geraldine Howard

PRESIDENT
Aromatherapy Associates Ltd.

UNITED KINGDOM

www.aromatherapyassociates.com

*G*eraldine Howard is an expert in developing aromatherapy products and treatments, boasting more than 35 years of experience in the industry. As a speaker, panelist, and published writer, Ms. Howard is recognized for her extensive knowledge and as cofounder of the London-based company Aromatherapy Associates, which has brought its products, treatments, and training to some of the finest hotels and spas in more than 30 countries. Ms. Howard trained as a beauty therapist at the London College of Fashion & Beauty, obtaining City & Guilds diplomas. She has received qualification as an aromatherapist in the Marguerite Maury technique, trained by Micheline Arcier.

Brian Hunter

PRINCIPAL & OWNER
Mary Reid International Spa Academy

UNITED KINGDOM

www.maryreidspaacademy.com



*A*fter a year with a spa consulting and design company, Brian Hunter purchased the Mary Reid International Spa Academy (est. 1954), of which he is only the third principal in 55 years. With a student body of 100, Mary Reid Academy is the only private college in Scotland teaching the full ITEC and CIDESCO therapy courses. Previously, he opened and successfully operated for five years the One SPA at the Sheraton Grand Hotel & Spa, Edinburgh, which was honored as the Best Destination Hotel Spa in the U.K. in 2003, 2004, and 2005 and is now in the hall of fame. Mr. Hunter has more than 30 years of hospitality and spa experience and has lived in Saudi Arabia, Dubai, Hong Kong, Singapore, and India.



Lori Hutchinson

FOUNDER & CO-OWNER
Hutchinson Consulting

UNITED STATES

www.hutchinsonconsulting.com

*L*ori Hutchinson started her career in hospitality human resources at the Mobil Five-Star Stanford Court Hotel in San Francisco. After four years she opened the four-star Campton Place Hotel as director of human resources. Four years later, she accepted the same position at the four-star Sonoma Mission Inn & Spa. In 1993 Ms. Hutchinson founded Hutchinson Consulting, and now she and a staff of four, plus her husband and partner of 34 years, Bill, provide spas and resorts/hotels with management recruiting services. Ms. Hutchinson was certified in 1999 as a senior professional in human resources; she has a bachelor's degree in social work and sociology from the University of Iowa. She currently serves as a member of the ISPA board of directors.



Carol Hutzelman

SENIOR VICE PRESIDENT
PhoCusWright

UNITED STATES

www.phocuswright.com

*C*arol Hutzelman helped create PhoCusWright and has been integrally involved with the firm since its inception in 1994. Ms. Hutzelman serves as the senior vice president and has been responsible for growing company events. Under her leadership, the signature PhoCusWright Conference has become the travel industry event of the year. Before PhoCusWright, Ms. Hutzelman spent seven years in investment banking marketing, before switching careers to join the Wolf family lighting manufacturing business. She holds an MBA from New York University's Stern School of Business and a BA from Duke University.

Dr. Sinan Ibis

PRESIDENT
Medical Tourism Association

TURKEY

www.medikalturizmdernegi.com



*D*r. Sinan Ibis is the president of the Medical Tourism Association, based in Turkey. Dr. Ibis is also the Hospital Director General and Chairman of Flavius Aesthetics and Beauty. He is a frequent participant and speaker at national conferences and events, including the 2nd Health, Spa&Wellness, Thalasso, Thermal and Medical Tourism Exhibition and International Health Tourism Days, which took place in March of 2010. He is also a contributor to the Turkish magazine, *Spa and Wellness Turkey*.



Hirokazu Iida

PRESIDENT
Shuei Wellness Co., Ltd.

JAPAN

www.kamiyoga-tc.com

*H*irokazu Iida, president of Shuei Wellness Co., Ltd, has been actively involved in the wellness business in Tokyo since 1998. Shuei operates a membership racket and health club with six outdoor tennis courts and a relaxation facility. In addition to conventional tennis, the company has been promoting “Cardio Tennis,” a fun exercise program using a heart rate monitor to burn fat effectively. Shuei also operates yoga studios in Tokyo. The company’s mission is to encourage Gen-Xers to become healthier in mind and body. Mr. Iida is also a director of the Japan Tennis Industry Association.

Nisha Javeri

CEO
Myrah Spa

INDIA

www.myrahspa.com



*N*isha Javeri is a firm believer in wellness and beauty from the inside out. It was her passion for healthy living and the need for a wellness spa for the very stressed and fast-paced city life of Mumbaikars that led Ms. Javeri to create Myrah, the luxury day spa. Open only two years, Myrah has established itself as one of the top day spas in Mumbai. Having no wellness background nor any qualification in this field before opening Myrah, Ms. Javeri has enrolled in the CIPTAC and CIDESCO course to empower herself with education in this field. She is proud to have a very highly qualified team of spa consultants, including Lovina Jha, who has launched spas internationally, and Chetan Jha, creative branding head of Myrah. Last year Myrah won the “Brand Excellence Award” at the prestigious Indira Institute.



Ed Johnson

PRESIDENT
SpaEquip, Inc.

UNITED STATES

www.spaequip.com

*I*n his 10 years as president of SpaEquip, Inc., Ed Johnson has helped lead his team in boosting annual company sales from \$4 million to \$16 million. Prior to that, Mr. Johnson was founder and president of Thalasso Systems, Inc., a distributor of water therapy equipment, and creator of SpaEquip.com, an early e-commerce company selling spa supplies and equipment online. Both companies later merged into SpaEquip, Inc. He currently lives in California's Napa Valley with his wife, Polly, CEO of SpaEquip, where the two own a 10-acre vineyard planted with Cabernet Sauvignon grapes.

Polly Johnson

CEO
SpaEquip, Inc.

UNITED STATES

www.spaequip.com



*P*olly Johnson's company, SpaEquip, Inc., has evolved to support the global procurement needs of many major spa brands, including Fairmont Raffles, Starwood Brands, Marriott International, and Ritz-Carlton, to name a few. SpaEquip has offices in the U.S, the U.K, and Hong Kong. Using pioneering IT capabilities and extensive expertise, Ms. Johnson has elevated SpaEquip's support to include brand management and customized solutions used in the communication of brand standards and technical data for many companies worldwide. The end result ensures integrity and gives her clients time to focus on new ways to grow their brands. Prior to her work in the industry, she was an executive at an NBC affiliate.



Katherine Johnston

**SENIOR ECONOMIST
SRI International**

UNITED STATES

www.sri.com

*A*s a senior economist at SRI International, Katherine Johnston has extensive experience in industry cluster analysis, regional competitiveness assessments, economic modeling, and economic strategy development. Since joining SRI more than 10 years ago, Ms. Johnston has conducted economic and industry research projects in more than two dozen countries and U.S. states and regions. She has also conducted studies for numerous corporations, nonprofits, and international organizations, including the FedEx Corporation, the Ford Foundation, the International Finance Corporation, and the UN's International Trade Centre. Ms. Johnston co-led and developed the GSS-SRI Global Spa Economy study, which was presented at the 2008 Global Spa Summit.

Tom Johnston

COO
American Leisure

UNITED STATES

www.americanleisure.com



*T*om Johnston joined American Leisure Corporation in November 2008 as COO. Mr. Johnston is responsible for leading the business operations for all facets of the American Leisure brand. He is committed to achieving American Leisure's clients' strategic objectives through visionary leadership, focused planning, and disciplined implementation. Mr. Johnston's hands-on approach to operations is a reflection of his passion for the health, fitness, and lifestyle industry and his 25 years of experience. He has been an integral part of building some of the most successful commercial club operations in the United States.



Paul Jones

COO
One&Only Resorts

UNITED KINGDOM

www.oneandonlyresorts.com

*I*n addition to overseeing the operations of One&Only Resorts, Mr. Jones works very closely with Sol Kerzner in the concept, planning, and design of new One&Only developments. He was instrumental in the rebuilding and rejuvenation of One&Only Palmilla and more recently played a significant role in the successful creation of One&Only Reethi Rah in the Maldives. Mr. Jones brings the One&Only vision to life – ensuring development plans result in providing singularly distinctive guest experiences at each resort. In recognition of his contribution to the creation and development of the tourism industry in Mauritius, he was awarded the distinction of Companion of the Order of St. Michael & St. George by HM Queen Elizabeth II.

Mehmet Kabas

PRESIDENT
Promet Spa Wellness

TURKEY

www.promet.com.tr



*M*ehmet Kabas is the founder of Promet A.S., a leader in the design and implementation of spa wellness centers in Turkey. Promet has a vast clientele base, having worked with companies in the United Arab Emirates, Europe, Cyprus, and Russia. Mr. Kabas has 30 years experience in the sector and is a member of the Turkish Finnish Businessmen Association and the Foreign Economic Relations Board. He received his bachelor of science degree in industrial engineering from Istanbul Technical University and holds a master's degree from the University of California, Berkeley, in business administration and industrial engineering.



J.C. Kapur

COFOUNDER
JCKRC & Co

INDIA

www.jckrc.com

J.C. Kapur, the cofounder of JCKRC & Co, is a nonresident Indian who has been living in Amsterdam for the past 35 years. He has preserved his heritage in the hospitality industry by associating with renowned hotels like the Oberoi Intercontinental Delhi, India, for nine years, followed by two years at the Holiday Inn in Brussels, Belgium, and then 12 years with the Hilton Amsterdam, Holland. Afflicted with the skin condition Vitiligo, Mr. Kapur searched for products that would conceal it and came across Dermacolor by Kryolan, Berlin, which proved very effective. Wanting this technology to be available in the Indian market, Mr. Kapur is credited with introducing the Kryolan solution to India. The tremendous response of this new camouflage system led him to enter the related field of skin care. The resulting joint venture with Rekha Chaudhari initiated JCKRC & Co.

Dr. Zeki Karagulle

PRESIDENT
International Society of Medical
Hydrology and Climatology

TURKEY



*D*r. Zeki Karagulle is a professor in the department of medical ecology and hydroclimatology at Istanbul University. He has published research and meta-analyses on the effects of spa therapy, balneotherapy, hydrotherapy, mud therapy, and thalassotherapy, and has written and edited books on balneology, medical hydroclimatology, and health resort medicine. His special interest is in the hammam and traditional thermal procedures. Dr. Karagulle has been organizing Turkish and international spa medicine and balneology congresses and mutual balneological meetings for 20 years. He has participated in numerous symposiums and meetings on medical hydroclimatology and balneology, health tourism, and spa and wellness topics. Dr. Karagulle is the president of the International Society of Medical Hydrology Climatology and the Turkish Spa Thalasso and Health Resorts Association.



Lena Kasfiki-Livanidou

CEO
Resense Spa S.A.

SWITZERLAND

www.kempinski.com

*A*s CEO of Resense Spa S.A., Lena Kasfiki-Livanidou has been focusing on the rapid expansion plans of the company since its launch during the 2009 Global Spa Summit. Based in Geneva, Resense Spa S.A. is a joint venture of Kempinski Hotels and Raison d’Etre, bringing together Kempinski’s unbeatable hotel-operations knowledge and Raison d’Etre’s long-standing reputation for creating bespoke spa concepts. A results-oriented manager, she is overseeing the development of two innovative spa concepts: Kempinski The Spa, a seasonal concept based on phytotherapy, and Resense, the renaissance of classical European Spa. Ms. Kasfiki-Livanidou is an expert in luxury hotel management and brings more than 30 years of hotel experience to the industry.

Tae Kawasaki

FOUNDER & PRESIDENT
The Day Spa Co., Ltd.

JAPAN



*T*ae Kawasaki currently operates 14 day spas in Japan including Hyatt Regency Tokyo and Niseko Hilton Village. Two of these spas were recipients of the 2009 Crystal Award from SpaFinder Japan. The popularity and strong reputation of her spas keep her working on several projects year-round. Ms. Kawasaki's passion for health and wellness led her to create each spa location with its own unique concept, having the Zen essence behind each treatment. The theme that unites all of the spas is their focus on Japanese hospitality, offering a heartwarming and memorable spa experience.



Anja Eva Keller

SPA MANAGEMENT PROFESSOR
European University
Alpine Management School, ITM College

AUSTRIA

Anja Eva Keller has been in the industry for more than 20 years as a former lecturer and presenter of the German Fitness & Aerobics Association, instructor, lifestyle consultant, spa manager, and spa director. While opening several spas in various segments on four continents, she became aware of the lack of educational offerings and standards for managerial positions in the spa industry and is now involved in the development of spa management curricula for renowned management schools in Europe. Ms. Keller currently manages Europe's largest natural hot spring thermal spa, including the largest therapy department in the region for physio and physical therapy and massage. She holds an MBA from the University of Liverpool and is also a devoted yoga teacher.

Julie Keller

EDITOR IN CHIEF
American Spa

UNITED STATES

www.americanspamag.com



Julie Keller is the editor in chief and publisher of *American Spa* magazine, a leading industry resource for spa professionals. She is a longtime writer and editor in the beauty, health, wellness, and travel industries. In addition to her work with *American Spa*, she has reported on spas around the world for *Departures*, *ForbesTraveler.com*, *Luxury Travel Advisor*, *Smart Meetings*, *SpaAsia*, and more. She also participates as a panelist and speaker at spa and wellness conferences around the globe, and she recently received her Spa & Hospitality Management Certificate from the University of California, Irvine.



Jean-Eric Knecht

PRESIDENT
Elégance Groupe

FRANCE

www.elegance-fr.net

*J*ean-Eric Knecht is the director of Elégance Groupe International and its Elégance Spa Concept and Spa Académie, having established Elégance Groupe in France, Japan, Italy, Spain, Morocco, Tunisia, Russia, and the Ukraine. For professionals and project leaders in the field of spa and beauty care, Elégance Groupe offers a global approach and innovative solutions. In 2000 Mr. Knecht acquired L'école Gontard, the renowned French beauty school, and established Elégance Cie. The group's Spa Académie network, headquartered in Nice, France, focuses on the training of specialized personnel for spa practitioners and spa managers. The Academy is internationally known for its high level of professional qualification in the spa industry.



Jeff Kohl

DIRECTOR OF BUSINESS
DEVELOPMENT
Precor Incorporated

UNITED STATES

www.precor.com

*A*s director of business development and global hospitality sales for Precor, Jeff Kohl has more than 25 years experience in the hospitality and fitness industries. Under Mr. Kohl's leadership, Precor has brought together a global team focused on delivering fitness expertise to international hospitality brand leaders. His role includes a primary responsibility for Precor's partnership with Hilton Hotels Corporation and the Fitness by Precor initiative. Prior to his arrival at Precor in 2006, he served as co-owner of Spa & Club Ideations Inc., which was formed to provide unique ideas and creations to the industry. Mr. Kohl has also served nine years on the ISPA board of directors, three years as its chairman, and two separate tenures (including this year) as president of the ISPA Foundation.

Kenneth Kpodo

COO
Allure Africa Ltd.

GHANA

www.allureafrica.com



*A*s COO of Allure Africa Ltd, Kenneth Kpodo manages the day-to-day operations of the group and its subsidiaries, ensuring compliance with and implementation of their annual operational plans to meet the goals and overall vision of the organization. Mr. Kpodo's expertise spans operational management, financial and budgetary planning, organic business growth, strategic planning, performance and quality standards, and change management. An accountant by profession, he has more than 19 years of experience working with organizations such as TechnoServe Inc, World Vision International, and Deloitte and Touche Chartered. Mr. Kpodo has consulted on training and capacity in projects including the Rural Financial Services Project of World Bank, the Government of Ghana (GOG) Partnership for Health Reform, and the Ghana Aids Commission.



NiQi Kundhi

DIRECTOR
GeoSpa UK Ltd.

UNITED KINGDOM

www.geospafitness.com

NiQi Kundhi started GeoSpaFitness as a partner in 1992. In 1994 GeoSpaFitness was first to introduce in-house training at the project level in the region. In 2007 GeoSpaFitness researched and presented a Total Group Analysis & Solution for the Wellness Projects for the TajGroup of Hotels (more than 120 properties worldwide), leading TajGroup to appoint GeoSpaFitness as its mandated supplier. In 2004 Technogym invited GeoSpaFitness to share ideas and the innovative approach that GeoSpaFitness has created to the spa and wellness market. Ms. Kundhi presented solutions for the integration of spa planning into the development of wellness projects. In 2006 she was appointed South Asian e-learning platform manager by Technogym. Ms. Kundhi pioneered the introduction of the British YMCA training initiative in India.

Mia Kyricos

DIRECTOR, GLOBAL SPA
BRANDS & PROGRAMMING
Starwood Hotels & Resorts
Worldwide

UNITED STATES

www.starwoodhotels.com



Mia Kyricos is the director of global spa brands and programming at Starwood Hotels & Resorts, where she leads the creation of global spa brands for Starwood's upscale and luxury hotels including W, Sheraton, Le Meridien, St. Regis, Westin, and Luxury Collection. Ms. Kyricos has also directed the development, operations, and marketing of Starwood spas around the world, including the company's historic Starwood Spa Collection program. She has worked with renowned companies including Canyon Ranch and Exhale Enterprises and has served in a variety of operational and consulting capacities for restaurants, hotels, and spas as part of her ongoing passion for the hospitality and wellness industries.



Ludovic Lainé

MANAGING PARTNER
& PRESIDENT
La Paz Group

FRANCE

www.lapazgroup.com

With 20 years' experience in strategic and operational level positions in the tourism and luxury hospitality and spa industries, Ludovic Lainé is a partner of La Paz Group, a pioneer organization in the field of sustainable tourism and hospitality. Mr. Lainé also advises governments in developing destination strategies and programs leveraging the travel and tourism industry's fastest-growing specialty segments: sustainable tourism, wellness tourism, and cultural-heritage tourism. Prior to his current endeavors, he was the managing director of the New York office of Ypartnership. Mr. Lainé's past and present clients include The Leading Hotels of the World, Cirque du Soleil, Le Méridien Hotels, Hyatt, the French Government Tourism Office, the Federative Republic of Brazil, and the Republic of Sakha (Russian Federation).

Megan Larsen

FOUNDER
Sodashi

AUSTRALIA

www.sodashi.com



*W*ith a unique knowledge of aromatherapy, Ayurveda, biochemistry, and naturopathy, Megan Larsen set out in 1999 to create the finest food for the skin. The skin-care products she went on to develop are not only 100 percent chemical-free, but also remarkably effective. Ms. Larsen's formulations have a reputation for being among the most anti-aging and balancing skin-care products available worldwide. Today, she remains as passionate and involved as ever and continues to personally research and create sophisticated products to advance the Sodashi range. Offering 120 exceptional products, Sodashi supplies many of the world's most exclusive spas in over 22 countries.



Dr. Roberta Lee

VICE CHAIR, DEPARTMENT OF
INTEGRATIVE MEDICINE
Continuum Center for Health & Healing
Beth Israel Hospital

UNITED STATES

www.chpnet.org

*D*r. Roberta Lee is a pioneering integrative medicine practitioner and vice chair of the Department of Integrative Medicine at Beth Israel Hospital's Continuum Center for Health and Healing, one of the largest academic integrative health-care facilities in the United States. Dr. Lee is one of four graduates in the first class of Andrew Weil's Program in Integrative Medicine at the University of Arizona. In 1999, she moved to New York, joining the founding management team of the center, which has provided care for more than 38,000 patients since 2000. Dr. Lee is co-editor of the textbook *Integrative Medicine: Principles for Practice* (McGraw-Hill). Her book *The Superstress Solution*, a Random House publication released in January (2010), discusses SuperStress, a new and serious disorder that has developed as a consequence of our frenetic lifestyles.

Dr. Franz Linser

FOUNDER & MANAGING
PARTNER
Linser & Partner Consulting

AUSTRIA

www.linser-partner.com



Dr. Franz Linser is founder and managing partner of Linser & Partner Consulting, an Austrian-based management consultancy specializing in health tourism and health-related spa projects. Overseeing a professional team of exercise physiologists, physicians, economists, and architects, Dr. Linser develops unique lifestyle programs and has enormous experience in bringing state-of-the-art scientific knowledge to practical and inspiring lifestyle strategies. Prior to his work in the spa industry, which has to date lasted 15 years, he lectured on science of sport at Innsbruck University, trained the Austrian National Ski Team, and brought his knowledge in health and tourism to the European Parliament in the 1990s.



Paul Lehr

PRESIDENT
Pritikin Longevity Center & Spa

UNITED STATES

www.pritikin.com

*S*on of Pritikin co-founder, Dr. David Lehr, Paul Lehr is the president of the Pritikin Organization, which for 35 years has helped 100,000+ guests of the facility and 10 million more who have read Pritikin's 10 books. Mr. Lehr co-wrote the latest book, *The Pritikin Edge: 10 Essential Ingredients For a Long and Delicious Life* (Simon & Schuster). At the Pritikin Longevity Center + Spa, now at the famed Doral Golf Resort in Miami, Mr. Lehr directs a faculty of international leaders in the fields of medicine, nutrition, psychology, and exercise. More than 115 studies published in key peer-reviewed journals like the *New England Journal of Medicine and Diabetes Care* have documented the unparalleled results of the Pritikin Program, in helping thousands prevent and reverse conditions like heart disease, diabetes, high blood pressure, and obesity.

Daniel Lizio-Katzen

MANAGING DIRECTOR
SpaBooker

UNITED STATES

www.spa-booker.com



*D*aniel Lizio-Katzen joined SpaFinder in 2006 to lead the online marketing and technology teams. He now directs SpaFinder's technology division, SpaBooker, a revolutionary reservations and point-of-sale solution. Most recently Mr. Lizio-Katzen's team developed SpaFinder's exciting and successful iPhone Application, an industry-first that allows consumers to research and book over 5,000 spas worldwide. Prior to joining SpaFinder, he served as the Vice President of U.S. Operations at OctopusTravel.com, where he was responsible for managing sales, marketing, finance, and technology. During his tenure he overhauled the company's U.S. businesses, initiating multimillion-dollar partnerships with leading brands and leading the development of a new e-commerce platform, resulting in the growth of the U.S. division into a \$20+ million yearly business.



Rolf Longree

MANAGING DIRECTOR
Lux Elements GmbH & Co. KG

GERMANY

www.luxelements.de

A wet area construction expert, Rolf Longree is managing director of Lux Elements, designers and manufacturers of waterproof building materials ranging from wall lining systems for wet rooms and shower areas to freestanding monobloc building systems and prefabricated cabins and structures within thermal suites. Lux Elements specializes in custom work and has been involved in spa projects with Shangri-la Hotels in China, the Atlantis, the Palms, Dubai, and Canyon Ranch Spa-Club at the Venetian and Palazzo Hotels, Las Vegas. Mr. Longree has been in the industry for more than 30 years.

Ian Lyons

CHAIRMAN
The Private Spa

INDONESIA

www.qi-intel.com



*I*an Lyons, an expert in energy physics and vitality pool hydro technology, has more than 27 years of experience in hydrotherapy and alternative medicine in the bio energy fields. He is managing director of Quantum Intelligence and the chairman and cofounder of the Private Spa, a specialist manufacturing and consulting company offering a wide range of products—including massage beds, ancillary equipment, Vichy showers, and vitality/hydro pools—and design services, from conception to interior design to staff recruitment and training. The Private Spa has worked with international industry companies including Mandara, the Alila Group, Conrad, Bulgari, Four Seasons, Como Shambhala, and Marriott. Mr. Lyons is the former chairman of the U.K.-based Hydrotherapy Association. He has offices in Bali, Australia, Malaysia, and London.



Maguy Maccario Doyle

MINISTER COUNSELOR &
CONSUL GENERAL
The Principality of Monaco

UNITED STATES

www.visitmonaco.com

*H*on. Maguy Maccario Doyle is minister counselor and consul general of the Principality of Monaco in New York. She also serves as director of the Monaco government tourist office in North America and vice president of the U.S. chapter of The Prince Albert II of Monaco Foundation. As consul general, Ms. Maccario Doyle is responsible for developing synergy between American and Monégasque cultural and tourism interests. As the director of the Monaco government tourist office for North America, she has initiated significant cultural and cross-promotional programs including the hugely successful annual “Monaco Takes New York” marketing campaign. In 2007 Ms. Maccario Doyle was the driving force behind the internationally lauded “A Celebration of Grace” series of events, which raised more than \$1.5 million for the Princess Grace Foundation.



Kirsty MacCormick

DIRECTOR OF SPA OPERATIONS
Spotality

THAILAND

www.spotality.com

*K*irsty MacCormick has over 20 years experience within the spa industry, including extensive knowledge of spa operations and development throughout Asia and Europe. As director of spa operations, she is responsible for directing the overall management and development of international projects. Prior to joining Spotality, Ms. MacCormack held the position of director of spa at Mandarin Oriental, Beijing. She also opened and operated the spa at the prestigious Mandarin Oriental, Tokyo. In June 2006 she was presented with the Mandarin Oriental Spa Division Golden Fan award for personal excellence from the Hotel Group following the initial success of the spa.

Pav Mahal, Ph.D.

CHAIRMAN
GeoSpaFitness Ltd (South Asia)
GeoSpa GmbH (Germany)

UNITED KINGDOM

www.geospafitness.com



*D*r. Pav Mahal has played a crucial role in the wellness industry since 1985 and is a founding member of the Fitness Industry Association (FIA UK). With 25 years of industry knowledge, he is now successfully introducing concepts and new approaches to South Asia, having completed 400 projects in five years. Dr. Mahal's primary focus is providing unique solutions for differing market segments in the spa and wellness market—hospitality, corporate, military, educational establishments, sports medicine, the retail sector, and home wellness.



Tomonori Maruyama

MANAGING DIRECTOR
Mitsui Knowledge Industry Co.

JAPAN

www.mki.co.jp

*T*omonori Maruyama is dedicated to global research on current issues such as spa services, quality standards of therapists, labor markets, industry structures, regulations, and the overseas recruitment systems. As chief researcher of Mitsui Knowledge Industry, he and his team undertake studies for the spa industry commissioned by the government. Mr. Maruyama has lectured at spa industry seminars and assemblies worldwide and was also assigned as an adviser for the Cornell-Asia Spa Institute Executive Development Program in 2007.

Kimberley Matheson-Shedrick

PRESIDENT & OWNER
Natural Resources Spa Consulting, Inc.

UNITED STATES

www.nrispa.com



*U*nder her leadership, Kimberley Matheson-Shedrick's accomplished team of professionals at Natural Resources Spa Consulting, Inc., has guided the creation of some of the world's most significant spas. Her loyal client roster includes Four Seasons, Ritz-Carlton, Rosewood, Marriott, St. Regis, and Fairmont, and her reach extends to exotic locales such as Moscow, Qatar, Ireland, and Anguilla. Currently her firm is placing a strong focus on working with existing spas to improve performance and the bottom line and helping these spas remain competitive, particularly through improvements to retail and Internet strategy. In 2008, Ms. Matheson-Shedrick's lifelong passion for worldwide spa rituals led her to the founding of mySpaShop.com, a "virtual spa" featuring products and a remarkable community of lifestyle and spa experts.



Jeff Matthews

PRESIDENT & COO
Mandara Spa

INDONESIA

www.mandaraspacom

*J*eff Matthews is president and COO of Mandara Spa. He holds a business management degree and has more than 20 years of experience in the hospitality industry with international chains such as Four Seasons and Hilton Hotels. Mr. Matthews lives in Bali and travels extensively throughout Asia, the Pacific, and the Middle East. He joined Mandara Spa in 1997, became a partner in 1998, and is currently leading the company's strategic expansion under various brands into new countries, including the Middle East, India, Europe, and Russia. Mr. Matthews is a Global Spa Summit board member.

Anne McCall Wilson

VICE PRESIDENT, SPAS
Fairmont Hotels & Resorts

CANADA

www.frhi.com



*A*s the driving force behind the creation of the Willow Stream Spa brand for Fairmont Hotels & Resorts, Anne McCall Wilson combined a personal interest in well-being with a hotel and marketing background spanning 20 years. She was instrumental in the creation of Fairmont's spa direction, having been involved in all aspects of these spas from concept to development and operation. Ms. McCall Wilson is also responsible for all spas and fitness for Fairmont Raffles Hotels International Inc., including the renowned Raffles Spa brand and the new Purovel Spa & Sport brand for Swissotel. She is a Global Spa Summit board member.



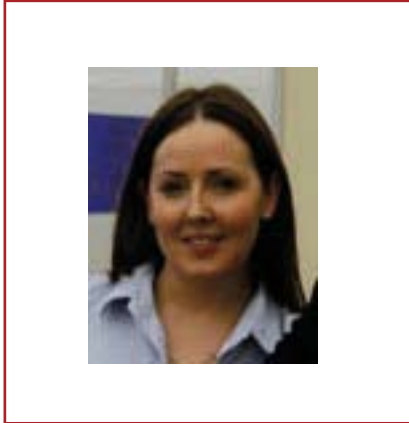
Josh McCarter

PRESIDENT
Arbitech
BOARD MEMEBR
SpaFinder, Inc.

UNITED STATES

www.arbitech.com

*J*osh McCarter is President of Arbitech, a leading independent distributor of computer hardware, which has earned several awards for its innovative business model and rapid growth. Mr. McCarter previously served as COO of SpaFinder, Inc., managing the company's technology, operations and strategic initiatives, which included new on- and offline partnerships, product development and corporate development. Mr. McCarter served as VP of International Development for the online automotive marketing leader, *Autobyte.com*, formulating and implementing the company's pan-European and Asia-Pacific expansion efforts. Mr. McCarter earned a Bachelor of Arts degree in Political Science-International Relations as a Cum Laude Graduate at the University of California, Los Angeles, and his MBA at the University of Southern California.



Tracy McCurtin

HOSPITALITY SECTOR
MANAGER &
KEY ACCOUNT MANAGER
Precor EMEA

UNITED KINGDOM

www.precor.com

*T*racy McCurtin has more than 15 years of experience in the hospitality, fitness, and education industries, which has led to her current position of hospitality sector manager and key account manager for Precor's EMEA region. She joined the Precor family in 2005 when she became part of the key account team for Precor, thereafter joining the global hospitality team, which led to exciting challenges, including the execution of the "Hilton Fitness By Precor" brand across EMEA and APAC. Ms. McCurtin started her career in the education sector before moving to the sharp end of the commercial fitness world, where she enjoyed roles in operations, sales, and management in both the U.K. and Ireland.

Dr. Geraldine Mitton

INTERNATIONAL
WELLNESS CONSULTANT

SOUTH AFRICA



*D*r. Geraldine Mitton was a department head and part of the teaching staff in the department of medicine at the University of Cape Town. Realizing the importance of health promotion and prevention of disease, she moved to the spa industry 20 years ago. Dr. Mitton has been a pioneer in integrating spa therapies with wellness and lifestyle-enhancement programs. Research and experience at many spas and institutes in Europe, the U.K., the U.S., and the Middle East, as well as studies in traditional Chinese medicine in China, have resulted in her expertise in developing programs for two leading destination spas in South Africa. She created a unique vinotherapy program with the “Grape Cure,” as well as thalassotherapy using indigenous marine algae and corporate wellness programs. She is a consultant to Hong Kong Resorts, developing spas in Singapore, Japan, and China.

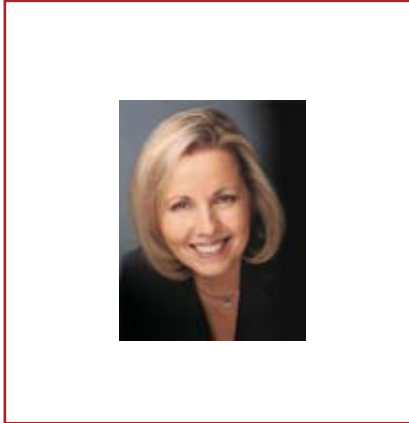


Anders Moltke-Leth

PARTNER & CEO
Molbek Development A/S

DENMARK

Anders Moltke-Leth is the CEO and Founder of Molbek Development Ltd, located in Denmark. Having been active in the Scandinavian tourist industry since 1990, Mr. Moltke-Leth has been building a real estate development portfolio with projects in Scandinavia, Eastern Europe, Dubai, and the Far East. His latest project involves a large first-line property towards the Black Sea in Bulgaria for a major health tourism development, which includes a spa and wellness center in an area with mineral hot springs and three AAA golf courses. Mr. Moltke-Leth received a BA degree from Copenhagen Business School and also holds a master's degree in Public Policy from Roskilde University.



Marti Morenings

CEO
Universal Companies

UNITED STATES

www.universalcompanies.com

As CEO of Universal Companies, a distributor of equipment, products, and supplies to the spa and skin care industry, Marti Morenings attributes her 25 years of success to her ability to forge strong partnerships with vendors and customers. Universal Companies was awarded the Virginia Exporter of the Year Award and the National Association of Women Business Owners Diamond Award. Ms. Morenings was named the 2007 Spa Philanthropist of the Year by the Day Spa Association for her fund-raising efforts for breast-cancer awareness.

*Howard Murad
M.D., FAAD*

CEO & FOUNDER
Murad, Inc.

UNITED STATES

www.murad.com



*D*r Murad has literally changed the face of skin care by devoting his life to making beautiful, healthy skin attainable for everyone. His scientifically proven formulas and Inclusive Health approach to overall skin and body wellness have helped millions to live better lives. A board-certified dermatologist, trained pharmacist, and associate clinical professor of medicine (dermatology) at the Geffen School of Medicine, UCLA, Dr. Murad has personally treated more than 50,000 patients. In 1989 he founded Murad, Inc., as a way to share his ground-breaking skin-care formulas, which were among the first to achieve significant measurable anti-aging results without surgery. Dr. Murad has developed and clinically proven The Science of Cellular Water™, the world's most comprehensive approach to understanding health and aging.



Jeff Murad

**VICE PRESIDENT, PRODUCT
DEVELOPMENT**
Murad, Inc.

UNITED STATES

www.murad.com

*J*eff Murad is vice president of product development at Murad, Inc., overseeing the formulation, testing, regulatory compliance, and packaging compatibility of Murad's entire selection of products. Having joined Murad, Inc., in 2000, he works alongside his father, legendary dermatologist and Murad founder Howard Murad, M.D., FAAD, on the development of new products and formulations. Under his stewardship, Murad's product development department has tripled in size to meet escalating demand for support functions sparked by the growing pipeline of innovative products created. In addition, Mr. Murad is active in furthering Murad's international growth and co-created the successful Murad Man line, which includes various products tackling male-specific skin concerns.

Ann Murray

MANAGING DIRECTOR
The Sanctuary

UNITED KINGDOM

www.thesanctuary.co.uk



*T*hirty years ago, The Sanctuary was established in the heart of London's Covent Garden to provide powerful relaxing and rejuvenating treatments. Sanctuary has expanded and modernized, with new pools, relaxation areas and dozens of treatment rooms. Under Ann Murray's direction, the Sanctuary is still run for women by women, offering powerful treatments designed to relax, replenish and breathe new vitality into our guests. In 1998, The Sanctuary perfected a series of products which could be used at home without needing a therapist or special equipment. Available exclusively in Boots (and, of course, at our spa in Covent Garden as well as in a few select locations around the world).



Elmar Nagele

CEO & OWNER
Thermarium Baeder-Bau GmbH

AUSTRIA

www.thermarium.com

Elmar Nagele has been involved in the spa and wellness industry for the past 10 years with Thermarium, a leader in the design and manufacturing of spas worldwide. Mr. Nagele has worked with luxury cruise liners, hotels, day spas, and private clients spanning five continents to provide consulting, design, and operating services. Thermarium has developed spa and wellness centers across roughly 40 countries, offering turn-key spa services including architecture and design; spa and wellness equipment; engineering, project and spa management; strategic planning; financial consulting, etc. The company has also created its own special essences and products, under the name “DELPERA by Thermarium,” for use in Thermarium spa/wellness areas.

Yuji Naito

GROUP MANAGER
SENSAI SALON BUSINESS
DEVELOPMENT GROUP
Kanebo Cosmetics Inc.

JAPAN

www.kanebocos.co.jp



*Y*uji Naito was managing director of Kanebo Cosmetics France, a subsidiary of Kanebo Cosmetics Inc. for French and Belgian markets. When the new group SENSAL Salon Business Development Group was established in the Europe/Americas Business Division of Kanebo Cosmetics Inc. to strengthen the spa business, he was transferred from France to Japan as group manager. He established a new spa concept, SENSAL SELECT SPA, for luxurious hotels and spas and introduced this concept into Victoria-Jungfrau Grand Hotel & Spa of Switzerland as their flagship in December 2009.



Nancy Nemer

PRESIDENT & FOUNDER
Red Cashew Inc.

UNITED STATES

www.redcashew.com

*F*or more than 14 years Ms. Nemer has practiced interior design, specializing in spas for luxury hotels and resorts around the world. She has utilized her knowledge of how a spa's public and private spaces need to create environments that provide compelling guest journeys, while never compromising their ability to operate successfully. Ms. Nemer's projects are conceptually strong and possess a true sense of place. Her designs are a consideration of not only the project's country of origin, but also how the spa co-brands and integrates with the overall hotel brand positioning. Among her global clients are WorldCare Health and Wellness Resort, Dubai, Miraval Life in Balance, Marriott International, Inc., the Ritz-Carlton Hotel Company, and Jumeirah Hotels and Resorts, along with numerous independents.

Jennifer Ng

DIRECTOR OF BUSINESS
DEVELOPMENT
Spa Botanica Pte Ltd.

SINGAPORE



*A*s director of business development, Jennifer Ng is instrumental in helping to establish Spa Botanica as a leading spa brand in Singapore, Thailand, and Japan at the group's properties: the Sentosa Resort and Spa Singapore, the Sukhothai Bangkok, and Chikusenso Mt. Zao Resort and Spa Japan. She leads the Asia-Pacific team in providing spa consultancy to international hospitality groups like Starwood. Ms. Ng enthusiastically collaborates with wellness gurus, biochemists, and scientists alike to develop innovative wellness programs and products for the health and spa industry. She obtained a Bachelor of Science (honors) in botany, as well as a Master of Arts from Trinity College in Dublin, Ireland, and has attended a course on strategic public policy at Harvard's Kennedy School of Government.



Christina Norton

DIRECTOR
Ecole Hoteliere de Lausanne

SWITZERLAND

www.ehl.com

A native Chicagoan, Christina Norton is a graduate of the Cornell School of Hotel Administration, where she received both her bachelor and master's degrees. After several years of operations and management experience with Mandarin Oriental Hotel Group (Bangkok, Hong Kong, Singapore, Manila, and San Francisco), Ms. Norton pursued her master's in Education in England and is currently working on her Doctorate. Ten years ago, she joined Ecole Hoteliere de Lausanne to launch the Master in Hospitality Administration, and she continues to teach and manage the program today. Ms. Norton sits on several advisory boards in the hospitality industry, as well as the educational sector.



Erica Orange

VICE PRESIDENT
Weiner, Edrich, Brown, Inc.

UNITED STATES

www.weineredrichbrown.com

*E*rica Orange is vice president of Weiner, Edrich, Brown, Inc., a leading futurist consulting group in the U.S., specializing in strategic planning and the management of change. Ms. Orange continually tracks social, economic, political, and technological trends and helps serve client organizations by enhancing their capacity to look ahead clearly and respond profitably to change. WEB, Inc., identifies trends and opportunities in the areas of marketing, product development, strategic planning, investments, human resources, public affairs, and advertising. Ms. Orange is chair of the Junior Board for the National Women's History Museum and a member of the Junior Committee for the Ovarian Cancer National Alliance. For four years she served as chair of the Adjunct Board of Directors for ThinkQuest NYC.

Oktaý Orhon

MEMBER
BOARD OF DIRECTORS
Aksoy Group/Richmond Hotels

TURKEY

www.aksoygroup.com



*O*ktay Orhon earned an architect-engineer degree from Istanbul Technical University and served as a freelance architect for 18 years. He is involved in the design and implementation of several projects in Turkey and abroad. Housing, offices, hotels, spas, water parks, and ski centers are among his works. Mr. Orhon played a leadership role in the design and execution of Richmond-Nua Wellness Spa Center in Turkey. He has taken both executive managerial and developmental roles in national and international tourism companies for the last 25 years. Mr. Orhon is a member of tourism-related associations such as the Tourism Investors Association, the Touristic Hotels and Investors Association, and SKAL Club-Tourism Professionals Association, as well as TMMOB-Chamber of Architects and Istanbul Project Managers Association.



Neil Orvay

CEO
Asia Spa & Wellness Limited

HONG KONG

www.asiasw.com

*N*eil Orvay is the co-owner of the award-winning Sense of Touch Day Spa brand, which has five outlets in Hong Kong. A London investment banker for 13 years, he has been in Asia since 1996. Sense of Touch first opened in 2002, and since 2008 Mr. Orvay has focused solely on building the Sense of Touch brand and developing in-house spa management software. In January 2010 he launched the first Capelli Hair Salon in Hong Kong. Born in Scotland, Mr. Orvay graduated from the London School of Economics and was sponsored by the Royal Air Force during his college years.

Samir Patel

MANAGING DIRECTOR
Six Senses Spas

THAILAND

www.sixsenses.com



*S*amir Patel is responsible for the planned global expansion of the Six Senses Spas group throughout Asia, Europe, the Middle East, Africa, and the Americas. Specifically, he oversees the financial and operational performance of the Six Senses Spas group. Mr. Patel came to Six Senses in January 2009 from Taj Hotels, Resorts and Palaces, where he held the role of vice president of spa operations and development and created the Jiva and Jiva Grande Spa Brand, with more than 40 spas in operation and under development in diverse regions. Prior to that, Mr. Patel worked for a U.S. headquartered nonprofit organization, SYDA Foundation, as regional operations director for India.



Kenneth R. Pelletier
Ph.D., M.D.

PROFESSOR OF MEDICINE
University of Arizona and University
of California Schools of Medicine

UNITED STATES

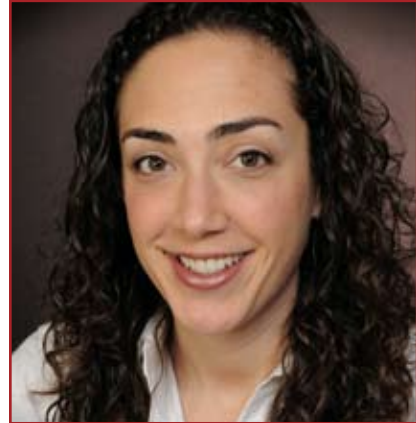
*D*r. Kenneth Pelletier is a clinical professor of medicine and professor of public health at the University of Arizona School of Medicine. He is also a clinical professor of medicine in the Department of Family and Community Medicine and in the Department of Psychiatry at the University of California School of Medicine. At the University of Arizona, he is director of the Corporate Health Improvement Program, a collaborative research program with 15 Fortune 500 corporations including IBM, Dow, Ford, Pepsi, Corning, Prudential, and NASA. He is chairman of the American Health Association and serves on the board of directors of Rancho La Puerta and the medical board of Canyon Ranch. Dr. Pelletier has published 12 best-selling books including *Best Alternative Medicine: What Works? What Does Not?* and *New Medicine: Integrating Conventional and Alternative Medicine*.

*Stephanie Perrone
Goldstein*

DIRECTOR,
SPA CONSUMER RESEARCH
Coyle Hospitality Group

UNITED STATES

www.coylehospitality.com



*S*tephanie Perrone Goldstein has extensive day and resort spa, hotel, and sales management experience with companies including Four Seasons Hotels & Resorts, Marriott International, and Western Athletic Clubs. Since joining Coyle Hospitality Group in 2005, she has developed customized hospitality measurement programs for spa, hotel, restaurant, and cruise clients worldwide. A graduate of Cornell University's School of Hotel Administration, Ms. Perrone Goldstein has a passion for spas and their unique cultures, which has helped her create new tools and benchmarks for the industry. She directs Coyle's spa consumer research, identifying and understanding the key factors that relate to the guest experience. Ms. Perrone Goldstein was instrumental in the creation of SpasQore, Coyle's proprietary spa quality assurance database.



Guenther Pollabauer

DIRECTOR
MARKETING & SALES
TAC GmbH Reservation Assistant

AUSTRIA

www.tac.eu.com

*I*n 2008, Guenther Pollabauer was appointed the director of marketing and sales of the Austrian software vendor TAC GmbH, which operates the Reservation Assistant brand on an international level. He is responsible for the overall business development strategy, sales, and marketing of TAC. Having started his professional career in the software industry, Mr. Pollabauer has had roles in sales, marketing, and business development at Siemens, a global electronics and electrical engineering company. He earned a masters degree at the University of Applied Science in Vienna, Austria, in the fields of marketing and sales.

Laszlo Puczko

MANAGING DIRECTOR
Xellum Management Consulting

HUNGARY

www.xellum.hu



*L*aszlo Puczko has been a researcher, consultant, and university lecturer in tourism and leisure for over 15 years. He worked for the Tourism Research Centre at Budapest University of Economics, KPMG Travel, and Leisure and Tourism Group, and taught for numerous international educational and training programs. Several market analyses, professional books (including the 2009 book *Health and Wellness Tourism*) and academic articles of Mr. Puczko's have been published focusing on health and wellness tourism, thematic routes, tourism management in historic cities, attraction and visitor management, and the impacts of tourism. He is a board member of the Travel and Tourism Research Association, European Chapter, and president of the Hungarian Association of Tourism Consultants.



MPS Puri

CHIEF EXECUTIVE
Nira Hotels & Resorts

UNITED KINGDOM

www.nirahotelsandresorts.com

*F*or more than 35 years, MPS Puri has been associated with the finest hotels around the world, including the Peninsula Hotels (Hong Kong), Raffles Hotel, the Fullerton Hotel (Singapore), Rosewood Hotels & Resorts, Ritz-Carlton, Halekulani (Hawaii), Hyatt Hotels, and the Fairmont Hotel (Chicago). He supervised development and performance in the Asia-Pacific region for Raffles International and steered the integration of the Swissôtel Group. He has led hotel openings as the COO of the Fullerton in Singapore, among others. From 2004 to 2007, Mr. Puri was head of the Americas for GHM Hotels. Responsible for the opening and operation of the Setai, South Beach, he also served as its general manager. Mr. Puri has initiated new and exciting concepts, including the Raffles Culinary Academy and the Annual Raffles Hotel Wine & Food Experience.

Anita Rawat Geoghegan

STANDARDS DEVELOPMENT
OFFICER

Fáilte Ireland, National Tourism
Development Authority

IRELAND

www.failteireland.ie



*W*ith more than 15 years experience in the food and hospitality industry in both Ireland and the U.K., Anita Rawat Geoghegan joined Fáilte Ireland in 2008 as standards development officer to participate in and contribute to the development of a best practice quality framework, which addresses defined issues and is reflective of international benchmarks and trends. Other responsibilities include developing a range of standards models and frameworks to support spa and wellness categorization in Ireland and to support the development of a strong branding concept and communication strategy that maximizes consumer awareness of product quality and standards and underpins marketing efforts within designated sectors. Ms. Geoghegan has produced a best practices guide for the spa and wellness industry in Ireland.



Crispin Reed

MANAGING DIRECTOR
Brandhouse

UNITED KINGDOM

www.brandhouse.co.uk

*C*rispin Reed has a well-rounded perspective on brands, having worked in leading global advertising and design agencies (both in Europe and Asia), brand consultancies, and client-side as marketing director in the fine fragrance sector. He worked for 13 years for advertising agency Leo Burnett both in London and in Singapore before going on to run the London office of the German advertising agency Springer & Jacoby. Mr. Reed then moved client-side with Cradle Holdings, which owns brands such as Penhaligon's, L'Artisan Parfumeur, and Erno Laszlo. He took his first steps in the brand agency world by running the London office of New York-based Sterling Brands. In August 2007 he joined Brandhouse, whose clients include Mars, Procter & Gamble, Mitchells and Butler, Marks and Spencer, Britvic, and the Diamond Trading Council.

Ian Richardson

DIRECTOR
Aromatherapy Associates

UNITED KINGDOM

www.aromatherapyassociates.com



*I*an Richardson was a highly regarded corporate lawyer and joint head of corporate for Eversheds LLP in the north of England before he moved to London to head the firm's venture capital group. After leaving Eversheds, Mr. Richardson became part of the executive team that set up Covenant Healthcare Limited, a start-up business in the medical sector, which was sold to Cognetas in 2005. He remained with the group until April 2007, when he left to pursue other business interests. Mr. Richardson was the founding partner of the Needle Partnership, taking an active role within the firm until he retired from the partnership in 2008. Mr. Richardson is currently an investor in Aromatherapy Associates and works closely with Geraldine Howard to build the brand's global presence.



Peter Rietveld

MANAGING DIRECTOR
Barr + Wray FZ LLC

UNITED ARAB EMIRATES

www.barrandwray.com

A 13-year veteran of the spa and wellness industry, Peter Rietveld has garnered recognition and collaboration opportunities from leading spa consultancies, spa operators, architects, interior design teams, and hoteliers worldwide because of his vast knowledge of the design, construction, and operation of wet areas. With a main focus on cost effectiveness, functionality, safety, and reducing the carbon footprint, Mr. Rietveld constantly develops new solutions with the R&D teams within the Barr + Wray group.

Thomas Rossler

MANAGING DIRECTOR
TAC GmbH—Reservation Assistant

AUSTRIA

www.tac.eu.com



*I*n February 2009 Thomas Rossler was appointed managing director of the Austrian software vendor TAC GmbH, which operates the Reservation Assistant brand on an international level. Over the past 12 years, he has gathered extensive experience in the international hotel and spa industry. As one of the founding members of TAC GmbH, he previously held the position of director of software development. Prior to his career at TAC, Mr. Rossler worked for a management consultancy, where he played a key role in many IT projects across a variety of industries and gained a strong foundation in technology to improve current and future profits at TAC.



Susanna Saari

SENIOR LECTURER DEGREE
PROGRAM IN HOSPITALITY
Turku University
of Applied Sciences

FINLAND

www.turkuamk.fi

*S*usanna Saari is a senior lecturer at Turku University of Applied Sciences (TUAS), Finland. She coordinates the EU-funded Innovations and Learning in Spa Management (ILIS) project at the Faculty of Well-being Services as well as lectures on service product development, sustainable tourism, and hotel operations at the degree program in hospitality management. She has coordinated a project for Finnish Virtual Polytechnic at TUAS, developing virtual hotel management studies, and attended the ICT Sustour Minerva project and two EU-intensive program courses as a specialist in tourism sustainability issues. She has worked for Hyatt Regency hotels in Dubai and Sokos Hotels chain in Finland. Ms. Saari is a representative of TUAS at Turku Tourism Academy and a president of both SKÅL International Turku and SKÅL International Finland.

Tracey Sameyah

PRESIDENT
Murad Inclusive Health (MIH)

UNITED STATES

www.murad.com



*T*racey Sameyah is president of the newly formed Inclusive Health Division of Murad Inc. Created to provide consumers around the world a place to learn about and experience Dr. Murad's Inclusive Health philosophies, the Inclusive Health Division offers innovative solutions that reinforce Murad's leadership position within the industry. As president, Ms. Sameyah has been instrumental in designing the Murad Inclusive Health Spa (MIHS) business concept and oversees the licensing and franchising of the concept to others, a first for Murad Inc. She was tapped to create the new MIHS division on the heels of her success as global general manager of the Murad Professional Division. In this role Ms. Sameyah strategically managed sales and, along with her hand-picked team, ultimately doubled the already successful division's revenue during her tenure.



Nikita Sarkar

INTERNATIONAL SPA,
LEISURE & RECREATION
SPECIALIST
Ernst & Young

UNITED STATES

www.ae.ey.com

*N*ikita Sarkar is an international spa, leisure, and recreation specialist within Ernst & Young's Transaction Real Estate, Hospitality, and Leisure team. Her career spans more than 12 years of hospitality, marketing, project management, and customer-oriented experience in North America, Asia, and the Middle East. Her core strengths are tourism strategy, branding, concept development, and feasibility, with a niche expertise in spa, luxury, and lifestyle-oriented mixed-use real estate. After working for two years at EY Dubai, Ms. Sarkar currently works at EY's New York City office, where she spearheads EY's Middle East Spa Benchmarking Survey and has authored articles on spa strategy. Prior to joining EY, Ms. Sarkar was director of research at SpaFinder, Inc., in New York City.

Patrick Saussay

PARTNER &
MANAGING DIRECTOR
After the Rain

SWITZERLAND

www.aftertherain.ch



*F*ollowing 15 years in the consulting world, Patrick Saussay became caught up in his passion for wellness. As a senior manager for Arthur Andersen/BearingPoint, he was involved in the transition process of several private and public large organizations such as the French Healthcare Ministry, Paris Head office, CNES, Bloomberg, Saint Gobain, Thales, and several major French hospitals. He was fully dedicated to health-care organizations for three years, balancing quality and efficiency in this very sensitive sector. But unable to resist the field of wellness and such a beautiful and promising organization name, he became general manager of After the Rain, where he takes special care of international development while preserving the quality, originality, and free spirit of the spa brand.



Heinz Schletterer

CEO
The Schletterer International Group

AUSTRIA

www.schletterer.com

*H*einz Schletterer is owner and CEO of the Schletterer International Group, headquartered in Austria, with offices in the U.K., Russia, Spain, Dubai, Egypt, Hong Kong, and Switzerland. The company specializes in architecture & design, strategic concepts, interior design, M & E design, realization, and spa audits. With more than 20 years of experience in the hotel, wellness, spa, and health industry, the Schletterer International Group is also an expert in the field of medical spa and medical hospitality projects. Schletterer and his team have developed 1,800 hotel, spa, and wellness projects with renowned hotel groups such as Sheraton, Marriott, Hilton, Mövenpick, Intercontinental, Mandarin Oriental, Four Seasons, Crown Plaza, Centerparcs, and many others.

Marion Schneider

CEO
Toskanaworld

GERMANY

www.toskanaworld.net



*M*arion Schneider is the co-owner and CEO of Klinikzentrum Bad Sulza, a rehabilitation clinic for chronic diseases of the joints, skin, and respiration system, and the Hotel an der Therme Bad Sulza and Kurhotel an der Therme Bad Orb. She is the CEO of Toskana Therme Bad Sulza, Bad Schandau, and Bad Orb, with its unique Liquid Sound. Ms. Schneider is co-founder of the state-approved School for Physical and Massage Therapists in Bad Sulza, which offers full-time training for approximately 250 students in physical therapy and massage. She is an advisory board member of the American Spa Therapy and Education Certification Council (ASTECC), in Florida, and the Corporate Health Improvement Program (CHIP) of the University of Arizona. Ms. Schneider is chair of the British International Spa Association.



Michael Schummert

CEO
BABOR Cosmetics

GERMANY

www.babor.de

*M*ichael Schummert joined BABOR Cosmetics in 2007 as managing director. He has vast experience in the cosmetics and fashion industry and a successful track record with luxury brands within the L'Oreal and Estée Lauder Group in Germany. Mr. Schummert has helped make BABOR Cosmetics a leading professional skin care brand in Europe, recognized as one of the most trusted in the spa industry today. Combining the finest natural ingredients with leading-edge science and technology, BABOR's skin care encompasses a wide range of systems designed to offer innovative solutions and luxurious treatments to suit the needs of its diversified customer base.

Ingo Schweder

CEO
Spatality International

THAILAND

www.spatality.com



*A*s co-founder of Spatality and now CEO since 2009, Ingo Schweder drives the expansion of the Spatality offices in Bangkok, Berlin, and Denver. From 2000 to 2006, he established the award-winning spa division of the Mandarin Oriental Hotel Group. Previously, Mr. Schweder was managing director of the Rafael Hotel Groups' activities in South Asia. Under his guidance, Ananda in the Himalayas, the globally recognized destination spa, was established. Mr. Schweder was group director of hotel operations for Oberoi Hotels from 1996 to 1998 and headed the development of three globally acclaimed resort projects: Rajvillas, Udaivillas, and Amarvillas. He was also manager for Ritz-Carlton Hotels in Hong Kong, San Francisco, and Palm Beach and Shangri-La Hotels in Hong Kong and Taipei.



Joaquin Serra

SENIOR EXECUTIVE VP
Natura Bisse International S.A.

SPAIN

www.naturabisse.es

*J*oaquin Serra was most recently responsible for the U.S. side of the Natura Bisse brand and has now returned to Barcelona, bringing with him his vast experience in the spa and skincare industries. Natura Bisse has achieved international recognition as a luxury skincare brand that has triumphed in the worlds of beauty retail and the professional spa industry. Natura Bisse products and treatments can be found in the world's finest spas, such as the Emirates Palace Hotel Spa in Abu Dhabi, the Four Seasons in Hong Kong, and the Ritz-Carlton in the U.S. as well as in prestigious retail stores such as Neiman Marcus, Bergdorf Goodman, and Harrods. Mr. Serra is now interested in expanding Natura Bisse into other avenues within the wellness industry and with new opportunities in Europe.

Dan Shackleton-Jones

PRESIDENT
Niki Bryan Spas

UNITED STATES

www.relaxedyet.com



*D*an Shackleton-Jones heads Niki Bryan Inc. and Grand Floridian Spa Ltd., a 30-year-old freestanding profitable spa company that employs more than 270 employees and hosts more than 700,000 guests annually. Prior to his current role, Mr. Shackleton-Jones was the director of operations at Niki Bryan. He is related to Sir Ernest Shackleton, who is known for his polar exploration and extraordinary leadership.



Basel Shammout

CHIEF DEVELOPMENT OFFICER
Alfardan Holding Co.

QATAR

www.alfardan.com.qa

*A*s chief development officer of the Alfardan Group, Basel Shammout is responsible for targeting new businesses; growing and increasing penetration of Alfardan's existing businesses in emerging markets such as the Middle East and specifically the GCC; and leading the development of business and operations in developed markets, including Europe and North America. Reporting to the Board of Directors, Mr. Shammout works with Alfardan's business unit leaders around the world, coordinating and overseeing growth opportunities. He is a member of the Alfardan Executive Committee and sits on the advisory board of Stenden University. Previous positions include COO of Alfardan Hospitality, owner and developer of luxury hotels & resorts, including the St Regis Doha, Kempinski Resort, Kempinski Residences & Suites, Spa Chakra, and Sultan Brahim.

Mark Silver

CHAIRMAN
Academy Leisure Ltd

UNITED KINGDOM

www.theacademy.co.uk



Mark Silver began his professional career at his family's chemical business, Kalon Group, in 1977, and was made divisional managing director of industrial chemicals in 1986. In 1992 Mr. Silver moved into the leisure industry and established the Academy Health Club and Spa. He used his experience in the spa industry to establish the leisure consultancy business Academy Leisure, where he worked with several large hotel chains such as Sheraton, Four Seasons, Principal Hotels, and Holmes Place, to develop their spas. In 2000 Mr. Silver opened the five-star Relais & Châteaux property, Le Mas Candille, in Mougins, France, which boasts an award-winning Shiseido Spa.



Marc A. Smith, Ph.D

CHIEF SOCIAL SCIENTIST
Connected Action Consulting Group

UNITED STATES

www.connectedaction.net

*M*arc Smith is a sociologist specializing in the social organization of online communities and computer mediated interaction. He founded and managed the Community Technologies Group at Microsoft Research in Redmond, Washington, and led the development of social media reporting and analysis tools for Telligent Systems. Mr. Smith leads the Connected Action consulting group and lives and works in Silicon Valley, California. He is the co-editor, with Peter Kollock, of *Communities in Cyberspace*. He is also co-author and editor of *Analyzing Social Media Networks with NodeXL: Insights from a Connected World*. The Connected Action consulting group applies social science methods in general and social network analysis techniques, particularly to enterprise and Internet social media usage.

Yoriko Soma

PRESIDENT
SpaFinder Japan

JAPAN

www.spafinder.co.jp



*A*pro in the Japanese and Asia luxury consumer markets, Yoriko Soma started in Boston Consulting Group's Hong Kong office. She has been appointed to several Japanese government committees and has served as a former advisory board member of Sony Marketing of Japan. Ms. Soma's efforts have helped top international hotel and spa brands, such as Mandara Spa and CHI, the Spa at Shangri-La in Tokyo, establish their presence in the Japanese marketplace. A recent project in which she was involved was the reestablishment of the traditional Japanese Onsen hotel with the opening of the Chikusenso Mt. Zao Onsen Resort and Spa, news that was widely publicized by major media outlets, including TBS channel 6 in Japan.



Christian Sommerhuber

CEO
Sommerhuber GmbH

AUSTRIA

www.sommerhuber.com

*A*s owner of the Sommerhuber Ceramic Manufactory, founded in Steyr, Austria, in 1491, Christian Sommerhuber, now in the fifth generation of the family-run company, plays an integral role in establishing the company as a European market leader in heat storage ceramics. With more than 120 employees, he is dedicated to internationally spreading the healthy benefits of gentle infrared radiation gained by heat storage ceramic. As an engineer in technical ceramic, Mr. Sommerhuber and his creative team have been responsible for the innovative development of the hygienic large area ceramics in pure design for spas. The company has been involved in spa projects in Austria, the U.K., Russia, the United Arab Emirates, and the U.S. Sommerhuber GmbH was nominated for the European Spa Award in 2009.

Stanimir Stankov

COFOUNDER & CHAIRMAN
BOARD OF DIRECTORS
National Association for Spa &
Wellness Tourism (NAST)

BULGARIA



Stanimir Stankov is co-founder and chairman of the board of directors of the National Association for Spa & Wellness Tourism, the first Bulgarian spa association, founded in 2004 by owners of hotel spas, united in the idea of clarification of the spa concept in Bulgaria. He is a major shareholder and general manager of Stanley Comfort Travel Ltd, established in 1990, and former president of the American Society of Travel Agents (ASTA), Bulgaria chapter, from 2002 to 2006. Mr. Stankov started his career in the hospitality business in 1972 at the Albena resort on the Black Sea coast. He has worked at New Otani hotels and the Sheraton Sofia hotel. With ITT Sheraton Corporation, Mr. Stankov specialized in the Sheraton management training program in Austria, Belgium, Sweden, Norway, and Germany.



Lisa Starr

DIRECTOR OF COMMUNITY
SpaTrade

UNITED STATES

www.spatrade.com

*L*isa Starr has almost 30 years of experience in the spa industry as an educator, consultant, and journalist. As director of community for *SpaTrade.com*, she writes a spa business blog, conducts seminars and webinars, and manages content from industry thought leaders. SpaTrade is one of the largest online communities for the global spa professional, with 12,000 registered members from more than 90 countries. Ms. Starr's knowledge and experience include business operations and finances, marketing and advertising, inventory management, human resource development, and business process improvement. She is also a senior consultant for Wynne Business and leads its regular educational programs and webinars, including the Spa Directors Management Intensive and the High Performance Spa.

Daniela Steiner

CREATIVE DIRECTOR
OWNER
Steiner Cosmetics

ITALY

www.steiner cosmetics.com



Over the past two decades, Daniela Steiner has created a truly exceptional European-style brand with a unique concept, concentrating on simplicity, perfection, and beauty. Respecting luxury standards, Daniela Steiner Beauty Spas customize products and specific programs for individual needs. This well-being journey is becoming a worldwide beauty phenomenon, and the Daniela Steiner Beauty Spa at the Rosa Alpina Hotel and Spa in Italy's Dolomites was awarded best spa in Continental Europe in the prestigious *Condé Nast Traveller Readers' Spa Awards* 2010. Ms. Steiner has been operating the Daniela Steiner Beauty Spa in Badrutt's Palace Hotel in St. Moritz for 10 years and given consultancy for three years at the spa at the Hotel Ritz Paris.



Renée-Marie Stephano, Esq.

PRESIDENT
Medical Tourism Association
EDITOR
Medical Tourism Magazine

UNITED STATES

www.medicaltourismassociation.com

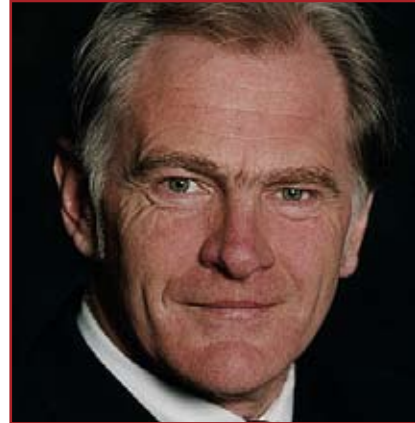
*R*enée-Marie Stephano is a founder and president of the Medical Tourism Association (MTA), the first international nonprofit trade association for the medical tourism industry. She also serves as the association's general counsel and editor of the **Medical Tourism Magazine**, a bimonthly journal that addresses all issues surrounding medical tourism. Ms. Stephano is considered an expert on legal issues of medical tourism. She helps countries and hospitals create strategic marketing plans and identify target markets to achieve their goals of attracting foreign patients and international insurance companies. She works with global health care providers to maintain transparency with respect to quality of care as they increase their flow of patients; she also works with medical travel facilitators to establish best practices to ultimately ensure patient safety.

Terry Stevens, Ph.D

MANAGING DIRECTOR
Stevens & Associates

UNITED KINGDOM

www.stevensassoc.co.uk



*D*r. Terry Stevens is the managing director of the international leisure and tourism consultancy Stevens & Associates. He established the consultancy in 1986 and has now completed commissions in some 35 countries. Dr. Stevens has advised international development agencies, national governments, national tourist boards, NGOs, and blue-chip private companies on all aspects of tourism policy and strategy development. He specializes in destination development and in the niche areas of wellness tourism, sports tourism, and, increasingly, in the relationship between the creative industries and tourism development. In 2007 Dr. Stevens was inaugurated into the American Leisure Academy in recognition of his lifetime contribution to the industry. He has written more than 350 books and articles and is a regular feature writer for *Spa Business* and *Health Tourism* magazines.



Mario Stiefler

MANAGING DIRECTOR
Harboss LLC

AUSTRIA

www.resortspadesign.com

*M*ario Stiefler has been involved in the spa business as a senior consultant for 10 years and is currently involved in several projects around the world. Harboss LLC evolved from the collaboration of two established wellness and spa design and manufacturing companies—Thermarium Bäderbau GmbH of Austria and Bradford Products LLC of the U.S. With many years of experience and intimate knowledge of the wellness and spa design industry, Harboss greatly benefits from the rich heritage of these seasoned companies. As managing director of Harboss, Mr. Stiefler has the opportunity to bring his considerable knowledge and expertise to North America.

Rachel Stoffers

MARKETING AND PUBLIC
RELATIONS MANAGER
Sodashi

AUSTRALIA

www.sodashi.com



*W*ith extensive experience in public relations and marketing consulting in London, Paris and Australia, Rachel Stoffers has implemented effective communications campaigns for a range of brands, including Sodashi, Emirates, Perth Fashion Festival, and Alberta Ferretti. After consulting for Sodashi for over two years, Ms. Stoffers became passionate about the brand and, in 2009, joined the company as the marketing manager. At Sodashi, Rachel provides the strategic marketing direction and manages all the communications activities for the brand. With an out-of-the-box approach, she is focused on raising the profile of the Sodashi internationally and extending its global footprint. Having studied business and marketing in France and the U.K., Rachel speaks French fluently.



Gerhard Struger

REGIONAL VP
TURKEY & EASTERN EUROPE
Swissôtel Hotels & Resorts
GENERAL MANAGER
Swissôtel The Bosphorus, Istanbul

TURKEY

www.swissotel.com

*W*ith 25 years of experience in the hospitality industry, Gerhard Struger, a native of Austria, utilizes his international knowledge of the travel industry to aid in the success of Swissôtel Hotels & Resorts in Turkey and Eastern Europe. He was named general manager of Swissôtel The Bosphorus, Istanbul, in 2005 and was also appointed regional vice president, Turkey and Eastern Europe, of Swissôtel Hotels & Resorts in 2007. Mr. Struger joined Swissôtel in 1997 as executive assistant manager in Istanbul. Since then he has managed various Swissôtels around the world, among them the Swissôtel Dalian in China and the Swissôtel in Berlin, which he opened in 2001. Before joining Swissôtel in 1997, Mr. Struger held various positions in sales and rooms divisions with Kempinski Hotels and Hilton International Hotels.



Aysegul Sungur, PhD

MANAGING DIRECTOR
Promet Spa & Wellness

TURKEY

www.promet.com.tr

Aysegul Sungur is the general manager and board member of PROMET A.S., a leader in the design and implementation of spa wellness centers in Turkey. Ms. Sungur has more than 20 years experience in the architecture and construction sectors and about 10 years of experience in the spa industry for the design, consultancy, and turnkey realization of high end spa projects in domestic and foreign markets. Ms. Sungur received a Bachelor of Architecture and a Master of Architecture from Istanbul Technical University where she continued her PhD studies. She is a member of many sectoral associations and is a contributing writer to major architectural and spa wellness industry publications. She has lectured in international congress and at conferences in Turkey and abroad, introducing Turkish hamam architecture and spa design.

Mary Tabacchi, Ph.D.

PROFESSOR
Cornell University

UNITED STATES

www.cornell.edu



*P*rofessor Mary Tabacchi, Ph.D., has been active in the spa industry since 1985, having begun her tenure at Cornell University's School of Hospitality Management in 1972. Professor Tabacchi has created joint spa education programs with Raffles, Mandarin Oriental, Shangri-La, and the Asia Spa Institute and was active in the formative meetings of ISPA. She has since served on the ISPA's board of directors and as president of the ISPA's Foundation. She is founder of the New York Spa Promotion Alliance (NYSPA), has published numerous spa research papers, and contributes frequently to international publications. Professor Tabacchi is a Global Spa Summit board member.



Susan Teng

VICE PRESIDENT
Spa & Wellness Association Singapore

SINGAPORE

www.spaandwellness.org

*S*usan Teng has more than three decades of experience in the travel industry. She is the owner of Worldwide Honey Tours, which specializes in the marketing and selling of spa packages. In the early 1990s, Ms. Teng was in the steering committee in the formation of the ISPA chapter in Singapore. She has been Vice President of the Spa & Wellness Association of Singapore since 2006, the Outbound Chairman of National Association of Travel Agents in Singapore since 2003, and she has also held various positions in the Executive Committee of The Women's Travel Club of Singapore, as well as being the current President. Ms. Teng is also the appointed representative in Singapore of VitalLife Wellness Centre of Thailand's Bumrungrad International Hospital.



Liz Terry

EDITOR & MANAGING DIRECTOR
The Leisure Media Company Ltd.

UNITED KINGDOM

www.leisuremedia.com

Over the past 27 years, Liz Terry has worked with the team at Leisure Media in the development of a portfolio of seven business-to-business magazines for the leisure industries. These include the global spa industry titles *Spa Business* and *Spa Opportunities*, as well as *Health Club Management*, *Sports Management*, *Leisure Management*, *Attractions Management*, and *Leisure Opportunities*. The company produces 80 magazine editions each year in five formats: print, digital turning pages, PDF, web, and ezine. Leisure Media runs 50 websites, ezines, and buyer search engines, publishes four industry reference books, including the *Spa Business Handbook* and the *Hospitality Handbook*, runs a daily news service, which covers 27 different markets, and undertakes contract publishing, web, and digital turning pages work for a range of organizations, companies, and professional bodies.

Mindy Terry

PRESIDENT & FOUNDER
Creative Spa Concepts

UNITED STATES

www.creativespaconcepts.com



*F*or more than 18 years, Mindy Terry has successfully helped establish and grow some of the world's most notable spas. Current projects include the Cosmopolitan Resort and Casino, Las Vegas; the Spa at Glenmere Mansion, Chester, NY; and Sense Spa at Rosewood Hotel, Abu Dhabi. As the founder and president of Creative Spa Concepts, Ms. Terry leads a team of consultants who represent more than 75 collective years of experience in the wellness and hospitality industries. Each consultant at Creative Spa Concepts has developed, led, or been an integral part of guiding spas to national "Top Ten" status, including the rankings in *Condé Nast Traveler*, *Luxury SpaFinder*, and *Spa* magazines. Before creating Creative Spa Concepts, Ms. Terry was on the executive development team and served as spa director for Aquae Sulis Spa in Las Vegas.



Kevin Turnbull

CHIEF EXECUTIVE
SpaFinder EMEA

UNITED KINGDOM

www.spafinder.co.uk

*K*evin Turnbull has headed up SpaFinder in Europe, Middle-East, and Africa since 2006. He brings more than 25 years of corporate management and marketing experience to SpaFinder. His previous roles have included Global E-commerce Director of Inchcape PLC, CEO of Autobytel UK, and CEO of Toad Technologies Ltd, a company he floated on the London Stock Exchange. He also has extensive experience in the automotive industry having worked for Mercedes-Benz, running their Maybach super-luxury cars division in the UK, as well as Ford and Nissan. He has an MBA from Durham University and is a Fellow of the Chartered Institute of Marketing, a Chartered Member of the Institute of Personnel and Development and a Fellow of the Institute of the Motor Industry.

Sharon Ullrick

MARKETING MANAGER,
LEADING SPAS
Leading Hotels of the World

UNITED STATES

www.lhw.com



*D*rawn to spas and a serene landscape from an early age, Sharon Ullrick has been actively involved with spa travel for more than 20 years. She is proud to be part of the dynamic spa and leisure initiative with The Leading Hotels of the World. Ms. Ullrick has contributed to the development of Leading Spas the first accredited luxury spa collection, and the implementation of the online booking engine SpaLinx. Previously, Ms. Ullrick held numerous positions with SpaFinder, Inc. and therefore has a very keen understanding of the spa consumer and the travel agent sector.



Heinrich Unbescheiden

VICE PRESIDENT
Unbescheiden GmbH

GERMANY

www.unbescheiden.com

*F*or almost 10 years, Heinrich Unbescheiden has been vice president of Unbescheiden GmbH, which was founded in 1869. In addition to his responsibilities in sales, marketing, and development, Mr. Unbescheiden is a shareholder and a member of the company's supervisory board. Unbescheiden GmbH has been family-owned for five generations and ranks among the world's leading suppliers of units and equipment for the spa sector, as well as for rehabilitation centers and sanatoriums. The company, located in the traditional health resort town of Baden-Baden, Germany, has equipped many of the world's top addresses. Mr. Unbescheiden studied business management and engineering at the renowned universities of Aachen, Paris, and St. Gallen.



Nina Tsymbal

INDEPENDENT SPA
CONSULTANT

RUSSIA

*N*ina Tsymbal is an independent spa consultant and is considered by many to be a pioneer of Russia's spa industry. Ten years ago, she established a spa consulting department within Endeli Limited, specializing in business consulting and project development for international investments based in Russia. With an expertise in business planning, market research, and concept development, Tsymbal was the director of several premier spa projects, including the Rehabilitation and Wellness Centre at MEDEM International Clinic and Hospital in St. Petersburg. She is the organizer of spa seminars and conferences (including the very successful St. Petersburg Spa Salon 2007), is a regular speaker at Russian and international spa events, and is the author of numerous publications on spa in the international press.

Tamas Varhelyi, Ph.D

PROFESSOR
Szolnoki Foiskola

HUNGARY



*D*r. Varhelyi's research interests lie in understanding links between development and tourism, spa development trends, and online images of spas and destination development. Dr. Varhelyi founded the first Hungarian tourism knowledge center and in the 1990s created the first Central European tourism-related multimedia CD to promote Hortobagyi National Park as part of world heritage. Dr. Varhelyi has published six books and traveled to more than 100 countries. His current focus is on the collaboration between medical wellness and health care, having written on "traditional thermal tourism in Central Europe and new medical wellness trends."



David G. Vequist IV, Ph.D.

FOUNDER & DIRECTOR
Center for Medical Tourism Research

UNITED STATES

www.uiwtx.edu

*D*r. David Vequist is the founder and director of the Center for Medical Tourism Research, the first academic center devoted solely to medical tourism research. He is also a professor of business at the University of the Incarnate Word and has held previous roles as an executive with a large Texas-based subsidiary of HCA, the largest hospital chain in the world, and as a consultant with Ernst & Young. Dr. Vequist is considered one of the leading experts in the world on medical tourism and has been a keynote speaker at conferences on three continents. He has authored many articles and is currently working on a book about medical tourism trends.



Matthias Voit

CHIEF EXECUTIVE
ELITE INTERIORS DIVISION
Dornbracht

GERMANY

www.dornbracht.de

*A*s Chief Executive for the Elite Interiors Division, Matthias Voit has worked on the interior design of private yachts, airplanes, and hotels including the Çırağan Palace. Mr. Voit is currently researching and developing a division for Spa, within Dornbracht, and is currently designing luxury suites on cruise ships, in addition to managing a myriad of private clients. An avid, aviator, flyer, and glider, Mr. Voit received his master's degree in administration and Japanese at the University of Lake Constance.

Ghislain Waeyaert

DIRECTOR OF SPA
ACTIVITIES
Clarins

FRANCE

www.clarins.net



*A*fter spending four years as international development director for [comfort zone], Ghislain Waeyaert joined the Clarins group in 2008 as the spa activities development director, where he aims to develop Clarins Institutes and spas around the world by implementing a new developing and managing market strategy. In 1997 Mr. Waeyaert joined the Jacques Bogart Group in the U.K. to relaunch the Balenciaga haute couture fashion line. Later he worked in the export division of Decleor/Carita before joining [comfort zone] in 2004. Mr. Waeyaert grew up in a “cosmetic world” - his father worked for Bourjois-Chanel, and his sister directed a beauty school.



Rebecca Walker

EDITOR IN CHIEF
AsiaSpa Magazine

HONG KONG

www.bluincmedia.com

*B*ased in Hong Kong since 2004, Australian-born writer and editor Rebecca Walker launched her publishing career in 2005. After working for a number of luxury lifestyle titles, she assumed her position as *AsiaSpa's* editor in chief in 2008. Ms. Walker's background in media communications and travel writing and her interest in the spa and wellness industry have led her to some of the best pampering sanctuaries in Asia.

Todd Walter

CEO
Red Door Spa Holdings

UNITED STATES

www.rdspas.com



*A*s the CEO of Red Door Spa Holdings, Todd Walter is committed to showcasing the company as a standard for the spa industry worldwide, with a portfolio of 51 award-winning day spas, destination resorts and full-service salons nationwide. This includes 31 Red Door Spas in freestanding locations and upscale resort and hotel properties, as well as 19 Chicago-based Mario Tricoci Hair Salons and Day Spas. Previously, Mr. Walter was the CFO of Naked Juice, a consumer product company producing 100 percent natural premium juices and smoothies. Red Door has recently launched the exciting new SIMPLY FACE & BODY spa boutique concept, which provides high-quality facial, massage and wax services in an eco-friendly environment.



Kira G. Walton

CO-FOUNDER
VOYA

IRELAND

www.voya.ie

*A*s a co-founder of VOYA, Kira Walton specializes in online media, design, packaging, and brand development. With a background in graphic design, Ms. Walton translated the vision of the 100-year-old business and oversaw the development of the brand's highly distinctive packaging, creating attention-grabbing names such as Me Time moisturizer and Forget Me Knot hair-conditioning treatment. Ms. Walton has previously worked in the educational sector and thrives in the product development field.

Mark Walton

MANAGING DIRECTOR
& CO-FOUNDER
VOYA

IRELAND

www.voya.ie



Mark Walton is co-founder of VOYA, a certified organic seaweed-based luxury spa product line available in spas globally. VOYA has quickly become identified as an international benchmark for sustainable practices, environmental responsibility, and organic integrity. With his family, Mr. Walton ran a marine cure center for nearly a decade, amassing a wealth of technical knowledge on scientific and therapeutic benefits of different marine species and their role in the spa environment. Mr. Walton sits on the EU expert panel on organic standards for the European Union Commission.



Sarah Ward

PUBLISHER/EDITOR IN CHIEF
European Spa Magazine

UNITED KINGDOM

www.europeanspamagazine.com

*S*pa journalist Sarah Ward reports on the consumer trends and business initiatives that are transforming the global spa community into one of the most dynamic industries of today. Her specific journalistic expertise in the health, wellness, leisure, and lifestyle sectors is reinforced by a successful track record of 20 years in leading consumer, business-to-business, and contract publishing. In 2007, Ms. Ward formed Spa Publishing Ltd, specifically to launch *European Spa* magazine, an exciting new business magazine and website for spa decision makers. As publisher, she shapes an intelligent, stylish bimonthly publication that reports on all aspects of running a successful spa business. *European Spa* magazine is enjoyed by more than 5,000 leading spa professionals across the U.K., Ireland, and Europe.

Eddie Weiner

PRESIDENT
Weiner, Edrich, Brown, Inc.

UNITED STATES

www.weineredrichbrown.com



*E*ddie Weiner was one of the earliest pioneers in futures research for business. She has been in the field for more than 40 years and has operated her own company for more than 30. Weiner, Edrich, Brown, Inc. has served hundreds of organizations, Fortune 500 companies, and countries, in helping them see ahead and create strategic approaches to the future. Ms. Weiner has co-authored four books, the latest of which, *FutureThink*, is a global best-seller, having been translated into seven languages. Her articles have appeared in numerous publications, from the *Harvard Business Review* to the *Wall Street Journal*. Ms. Weiner has been a guest lecturer at many universities, from Harvard to the U.S. Army War College, and has keynoted more than 100 conferences.



Jared Weiner

VICE PRESIDENT
Weiner, Edrich, Brown, Inc.

UNITED STATES

www.weineredrichbrown.com

*J*ared Weiner is vice president of Weiner, Edrich, Brown, Inc. one of the world's leading futurist consulting firms. Throughout his career, he has consulted for Weiner, Edrich, Brown and has been integrally involved in the identification and understanding of emerging trends in the global marketplace and their implications for a variety of client organizations. Mr. Weiner's current responsibilities include creating a complete multichannel marketing strategy and developing new products and services. Prior to joining Weiner, Edrich, Brown full-time, he held key strategy, business development, and market research positions with major companies across several industries, including Zagat Survey (publishing), MeadWestvaco (consumer packaging), Greenberg Traurig (legal), and RoperASW (market research).

Barry White

DIRECTOR OF SPA
OPERATIONS, CHUAN SPA
Langham Hotels International Ltd.

HONG KONG

www.langhamhotels.com



*C*huan Spa is the luxury spa brand of Langham Hotels International and is based on the principles of traditional Chinese medicine. Barry White launched the first Chuan Spa in Langham Place, Mongkok, Hong Kong, in 2005 and now oversees all aspects of the award-winning global brand, which is quickly being recognized as a haven of luxurious Oriental pampering and well-being. Chuan Spa currently operates in seven locations, including Hong Kong, China, Australia, New Zealand, Thailand, and the U.S. Under Mr. White's leadership, the Chuan Spa brand continues to evolve and grow. Ten new Chuan Spas, which will offer the same holistic regenerating journey that nurtures, heals, and restores, are currently in development.



David L. Wickline

CHAIRMAN
Alchemy Ventures Group

UNITED STATES

*D*avid Wickline develops luxury hotels in Micronesia and the U.S., which include a premium winery in the Napa Valley. After a career at Goldman Sachs and J.P. Morgan, he ventured into resorts. *Pacific Magazine's* May 2006 cover story cited Mr. Wickline among the "Top 25 Regional Leaders Who Are Making a Difference." He is chairman of the Palms Resort on Saipan, which is being redeveloped as a destination spa and wellness resort, with 300 rooms on more than 30 acres of landscaped beachfront. Mr. Wickline serves on the board of Counterpart International, based in Washington, D.C., with humanitarian and civil society programs globally.

Andreas Wieser

DIRECTOR
Lanserhof

AUSTRIA

www.lanserhof.at



*P*rofessor Weiser is the founder and visionary of Lanserhof, an international top-ranked health and lifestyle center in the heart of the Alps. He ran his first hotel at the age of 23 and currently manages a team of more than 100 experts, 40 of them medical doctors and therapists. He has developed a multi-contextual evolutionary health and lifestyle system, the Lans Med Concept, which combines international medicine, traditional healing methods, diagnostics, and therapies. Professor Wieser was honored by the Austrian government in 2009 for his outstanding developments in medical tourism and for creating new pathways for proactive health care.



Philip Wolf

CEO
PhoCusWright

UNITED STATES

www.phocuswright.com

*I*n 1994, Philip Wolf founded PhoCusWright Inc., a premier source for travel, tourism, and hospitality intelligence. After 20 years of analyzing and scrutinizing market trends, Mr. Wolf has built a brand around his trademark catchphrase: “Strategically correct, not politically correct.” He is the architect of the annual PhoCusWright Conference and has taken the stage one-on-one with many of the industry’s elite. Having addressed audiences on five continents, Mr. Wolf was named to *Travel Weekly’s* “Club 33: The Most Influential People in the Travel Industry.” Formerly an adjunct professor at NYU’s Graduate Center for Hospitality and Tourism, he is currently a distinguished lecturer at the Cornell University School of Hotel Administration. Prior to PhoCusWright, Mr. Wolf was CEO of a venture-funded software development company and travel booking engine pioneer.



Mark Wuttke

PRINCIPAL
Wuttke Group LLC

UNITED STATES

www.wuttkegroup.com

Mark Wuttke heads the Wuttke Group, LLC, a business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury, and the emerging category of eco-chic. He is an editorial advisory board member of *Organic Spa Magazine* and works closely with LOHAS, NaTrue, Green Spa Network, and the Natural Beauty Summit in America and Europe. Mr. Wuttke's experience includes 16 years as a CEO/president within the wellness community, and he has served for more than 14 years on several boards in authentic green industries.

Axel Zadina

EXPORT MANAGER
Hygromatik GmbH/Germany

GERMANY

www.hygromatik.de



*A*xel Zadina has been a dedicated worldwide sales manager and marketing specialist of professional steam bath generators for spa applications, as well as industrial humidification systems for more than 12 years, opening new spa markets and developing new spa customers all over the world. After a technical and commercial education, he lived and worked in Hong Kong for two years and later continued his career in Germany. Mr. Zadina has been working in foreign trade and international marketing for more than 25 years, mainly committed to industrial and technical products.



Alex Zotos

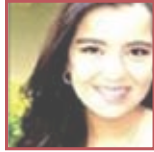
CEO & PRINCIPAL
Elly Lukas

AUSTRALIA

www.ellylukas.edu.au

*A*s CEO and principal of the Elly Lukas School, Alex Zotos has been instrumental in the development of the school's two-year spa management program. Established in 1954, the Elly Lukas College is one of the only colleges in Australia to include the CIBTAC, ITEC, and CIDESCO accreditations. The school has launched, in conjunction with William Angliss Tafe, the very successful Diploma of Resort Spa Management, a course that has been a great contribution to spa training in Australia. Mr. Zotos is revered by the Australian spa community as an expert in innovative spa education.

STUDENT DELEGATES



Leyla Allahverdieva

Ecole hôtelière de Lausanne

A native of Azerbaijan, Leyla has studied in Switzerland since the age of 12. She speaks English, French, Russian, Azeri, and basic Spanish, Turkish, and German. During her time at EHL, she has participated in two internships at Badrutt's Palace in St. Moritz and at the Grand Hotel Kempinski in Geneva.



Elena Bakholdine

Ecole hôtelière de Lausanne

A third-year student at EHL, Elena is originally from Kazakhstan. She has learned six languages, three of which she speaks fluently: English, Russian, and Spanish. She recently completed an internship in the sales and marketing department of Hotel Arts, Barcelona.



Andrea Brandenberger

Ecole hôtelière de Lausanne

A candidate for a master's degree in hospitality administration, Ms. Brandenberger decided to combine her finance knowledge with her passion for the hospitality industry. She wants to specialize in hotel assets and intends to work in hotel development and investment. She has a special interest in spa research and development.



Gioia Dolmetsch

Ecole hôtelière de Lausanne

Born in Zurich, Gioia has attended EHL since 2006 and will receive her degree in international hospitality this month from the International Hospitality Management Programme. In 2009, she interned at Chiva-Som International Health Resort in the sales and marketing department.

STUDENT DELEGATES



Kimberly Goins

Ecole hôtelière de Lausanne

Kimberly is a master's student at EHL with a strong interest in pursuing a career in spa development. She has specialized in the healing modalities of India, Taiwan, Japan, and Turkey and how to authentically integrate the aforementioned into Western culture.



Michelle Hocking

Cornell University of Hotel Administration

During her master's studies, Michelle has worked for Sunstone Hotel Investors in asset management, Carlson Hotels in properties development, Mandarin Oriental in spa development, and Northview Hotel Group in sustainable enterprises in hospitality. She has also worked as an extern for Raison d'Être Spa Consulting in Stockholm.



Sandra Persing

Cornell University of Hotel Administration

A candidate for a masters degree in business administration from Cornell University's Johnson Graduate School of Management, Sandra has held intern positions with the Mandarin Oriental Hotel Group and Corning Incorporated. She graduated magna cum laude from Wellesley College and studied at Oxford University.



Yara Ribeiro Misske

Ecole hôtelière de Lausanne

Born in Brazil, Yara worked in 5-star hotels in Germany, Malta and St Moritz in the F&B and Sales department. She was a castmember of Disneyland Paris and participated in a project at the Corporate office in Geneva. After finishing her studies at EHL, she will go on to work in the Middle East.

STUDENT DELEGATES



Christian Vincenti

Ecole hôtelière de Lausanne

A native of Britain and Malta, Christian has studied in Switzerland since 2006. He speaks English, Maltese, French and basic Spanish. During his time at EHL, he has participated in two internships, one at the Hotel Arts, Ritz Carlton in Barcelona and at the Starwood Hotels & Resorts Divisional Office EAME.