



## **MINDY A. TERRY**

### **SUMMARY**

- Accomplished beauty, health, wellness, and hospitality career spanning eighteen years with a consistent track record of rapid advancement and success
- In-depth knowledge of day, resort, destination, hospital/wellness and residential spa business models, along with product & service supplier business models
- Extensive knowledge of sales, marketing, branding, spa development, spa operations, business analysis, product development, and technical experience in multiple beauty, wellness and fitness modalities
- Experienced in working with International companies; Europe, Caribbean, South America and the Middle East
- Dynamic trainer, public speaker and spokesperson

### **CERTIFICATION/EDUCATION**

#### **Certification in Regression Hypnotherapy**

Dr. Brian Weiss, Omega Institute, October 2010

#### **Apprenticeship in Wardrobe Styling & Image Management Consultation**

Roberta Hughes, Avidere LLC, January 2005 – June 2005

#### **Certification Pending - Infant Yoga Instructor**

Itsy Bitsy Yoga®

#### **Certified Spa Supervisor**

International Spa Association (ISPA), 2004

#### **Certified Yoga Instructor – Level One**

Corena Hammer, December 2004

#### **Certified Infant Massage Instructor**

American Institute of Infant Massage, February 2004

#### **Certified in Dr. Vodder's Lymphatic Drainage Massage Technique**

Anna Lee Johnson, 1997

#### **Licensed Cosmetologist – State of California**

Board of Barbering & Cosmetology, August 1992

#### **University of Utah – Salt Lake City, 1992**

Los Meadanos Community College – Pittsburgh, California, 1990-1992

Delta Beauty School – Antioch, California, 1990 – 1992

**Additional Professional Training Courses include:** Leadership and Management, Advanced Sales Techniques, Public Speaking, Negotiating, Time Management, Thalassotherapy, Aura Imaging, Siddha Vaiyda Healing Methods, and Advanced European Aesthetics & Body Care Methods

### **PROFESSIONAL EXPERIENCE**

**Creative Spa Concepts Inc.**

**Kennesaw, Georgia**

*Founder / President*

- Conduct market & competitive analysis, feasibility studies, business plan development, brand & concept development, conceptualize brand image, assist

- with venture capital efforts and other aspects associated with new business development for National and International spa, fitness and hospitality companies
- Provide business analysis, turn-around strategies, sales, marketing & PR strategies, training & education in operational & technical modalities, SOPs, HR assistance, management, etc. for new and on-going business operations
  - Recruited top industry talent for CSC team
  - Easily and effectively adapts to multiple business cultures to successfully work with international clients

**The Resort at Summerlin (Now JW Marriott)**

**Las Vegas, Nevada**

**Parent Company: Swiss Casinos**

**Zurich, Switzerland**

*Executive Spa Director*

- Created and led Aquae Sulis Spa at the Resort at Summerlin (now JW Marriott), Las Vegas, which was voted *Wall Street Journal's "Favorite Spa"* and one of *USA Today's "Top Ten Spas in North America"*
- Developed and managed Spa, Salon, Fitness and Retail Boutique for this 40,000 sq. foot operation with more than one hundred (100) employees
- Reported directly to the VP of Hotel Operations and CEO
- Served as Executive Committee Member participating in every aspect of business development for the resort
- Conceptualized and developed the United State's first hydrotherapy water circuit
- Developed a signature line of products which was featured in *Cosmopolitan Magazine*

**Phytomer Corporation - USA**

**Salt Lake City, Utah**

**Parent Company: Phytomer**

**St. Malo, France**

*Executive Account Manager – Southwest Region*

- Grew annual territory business from \$125K to over \$1M over three-year period as 'Top Sales Person' for the company
- Prospected and assisted with negotiating large national accounts for the Company including; Elizabeth Arden Red Door Salons & Spas and Euphoria Salons, Spas & Schools
- Developed sales & marketing strategies implemented company-wide
- Developed retail sales training program and customized numerous training programs for clients, along with training more than four hundred (400) spa and salon technicians nationwide
- Trained new Account Managers for the Company

**Freelance Make-up Artist and Hairstylist**

**California & Utah**

**SKILLS AND AFFILIATIONS**

Board Member of the Las Vegas Spa Association

Co-developed a Spa Management Course for University of Nevada, Las Vegas (UNLV)

UNLV Spa Management Course Instructor – Spa Development

Served on ISPA Marketing Committee, 2008

Served on ISPA Therapist Guide Task Force, 2007

Served on ISPA Membership Committee, 2006

Served on ISPA Standard Operations Procedures Task Force, 2005

Served on ISPA Education Committee, 2004

Served on ISPA Education Committee, 2003

Co-authored the International Spa Association's (ISPA) Standard Operating Procedures Manual

Co-authored the ISPA Spa Professional's Guide to the Spa Industry

Co-authored the Consultative Approach to Selling 2003, contributed for ISPA use

Authored Overview of Common Spa Treatments 2004, contributed for ISPA use

## **PUBLICATIONS AND APPEARANCES**

**Featured Speaker at SKIN INC'S FACE & BODY SHOW, California USA – June 2010**

'Managing Millennials – A New Set of Rules'

**Featured Speaker at ESTHETIQUE SPA INTERNATIONAL, Nevada USA – June 2010**

'Creating an Inspiring Workplace'

'Spa Menu Development 101'

**Featured Speaker at DALLAS SPA ASSOCIATION, Texas USA - December 2009**

'Back to Basics – Surviving & Thriving in the New Economy'

**Panel Moderator for LAS VEGAS SPA ASSOCIATION, Nevada USA – August 2009**

'Behind the Scenes of a Vegas Mega Spa'

**Featured Speaker at COSMOPROF, Bologna ITALY - April 2009**

'Know your Guest. Craft your Spa Program. Build your Bottom Line.'

**Panel Moderator for LAS VEGAS SPA ASSOCIATION, Nevada USA – August 2008**

'How to Do Business with a Las Vegas Spa'

**Panel Speaker for SPA EXEC Las Vegas, Nevada USA - July 2008**

'Understanding the Role of a Spa Consultant'

**Key Speaker at ISPA Knowledge Network Pasadena, California USA-January 2008**

'From Re-Active to Pro-Active – Taking Your Business to the Next Level'

**Featured Speaker at The Monaco Spa Event Monte Carlo, MONACO – January 2007**

'Spa Industry Weaknesses – Redefine Your Focus'

**Featured Speaker at ISPA Conference 2006, Las Vegas, Nevada USA**

'What Everyone Should Know About Spa Development'

**Key Note Speaker at Community Women's Event, Salt Lake City, Utah USA - June 2006**

'Striving for Balance'

**Featured Speaker at ISPA Conference 2005, Dallas Texas**

Knowledge Network – 'Tips, Tools & Techniques to Sharpen your Business'

**Key Note Speaker at Community Women's Event, Salt Lake City, Utah USA January 2005**

'Striving for Balance'

### **Media Appearances include:**

The Sky Lodge Spa Expert, Park City Television, August 2005

Hostess, INDULGE pilot, Winter Media Productions, May 2004

Spokesperson for Regent Hotels Aquae Sulis Spa, Fox, NBC, ABC & CBS National Affiliates, 1999-2000

Principal, DAY OF BEAUTY, ISIS ME Production, May 1997

### **National Publications include:**

USA Today, Smart Money, Wall Street Journal, Forbes, The Luxury Spot, Hospitality Design, American Spa, Spa Magazine, Spa Business, Skin Inc., Spa Canada, Live Spa, PULSE, HOTELS, Cosmopolitan, the late Mademoiselle and many others. Frequent appearances on National NBC, ABC and CBS, cable and radio as spa expert.