

BUSINESS DEVELOPMENT CONSULTANT, FIREFLY STRATEGY, AUGUST 2005-PRESENT

- Initiated "Wellness at Work" programs for businesses

Whole Foods Market

- Introduced Wellness Spa concept and developed budget
- Developed spa services and managed hiring of interdisciplinary health practitioners
- Implemented wellness spas in three stores and educational classes

Traditional Medicinals Tea Company

- Developed strategic plan and marketing materials

WELLNESS SPA PROGRAM DIRECTOR, THE CROSSINGS, JUNE 2004-AUGUST 2005**Business Development**

- Developed new menu of services; added 13 new spa and medical treatments with higher service cost and lower cost of goods
- Established Integrated Medicine Program (concept, hiring, operations)
- Expanded wellness and fitness class offerings, standardized delivery, developed marketing, and designed local outreach program with pre-paid revenue through wellness passes
- Created "Wellness at Work" program to partner business retreats with added spa services and teambuilding activities; Managed development, implementation, facilitation, and marketing
- Planned events and secured \$60,000+ contracts for retreats; designed and supervised ongoing day & overnight events for 50+ participants
- Initiated "spa in grocery store" concept; **negotiated and implemented partnership with Whole Foods Market** to provide in-store spa treatments (Swedish and deep tissue massage), wellness consultations (nutrition, iridology, herb, aromatherapy, chiropractic), and wellness classes in new flagship store and national headquarters; secured marketing access to target market

Operations Management

- Supervised and staffed **team of 64** individuals including front desk, call center, and retail associates, therapists, consultants, and teachers
- Supervised spa budget, '04, '05; **40% above budgeted projections** despite fewer guest nights
- Managed daily operations of 13-room spa, retail store, and wellness classes
- Re-designed retail store space and increased number of quarterly inventory turns
- Served as liaison to other departments; linking guest communication and operational systems
- Managed sales and delivery of events for business groups such as **Twin Creeks Country Club, Bank of America, Young President's Organization, Dell, and Sodexo**

Education and PR

- Wrote editorial and/or ad content and secured position within KEYE TV (Craniosacral, 01/'05), USA Today, Glamour, Cosmo, Body & Soul, Utne Reader, Natural Awakenings, Spa Finder, KEYE TV (whole foods and iridology, 03/'05), Women's Day (stress tips; August '05)
- Implemented publicity events--spa open house, sponsorship of 3M marathon, Dell Wellness
- Developed annual marketing plan, created monthly spa promotions and wrote wellness content for email newsletter campaign

BUSINESS DEVELOPMENT AND WELLNESS INDUSTRY CONSULTANT, 1992-2003**MARKETING AND BUSINESS DEVELOPMENT CONSULTANT (1995-2003)**

- Commemorative Brands/Walmart.com account (2002-2003); Developed content to attract target market
- Littlefield Corporation (2001-2002) Provided strategic insight for a publicly-traded corporation on how to improve performance and integrate acquisitions; Led team-

- Ayurceutics (January 2001 - September 2002), Bionorica/Phytopharmica (1996-1997), Weber & Weber/Enzymatic (1995-1997), Created ad copy and collateral, marketing strategy, and online site content and design; Started US divisions and formed partnerships; Designed products and brand identity campaigns; Developed concepts, slogans, and text for advertisements, posters, brochures, and catalogs; Secured distribution in multiple channels

Business Development Coordinator, ELEPHANT PHARMACY (FEBRUARY – SEPTEMBER 2002)

- Initiated and implemented customer content and wellness team for national chain
- Hired and supervised writers and reviewers to create in-store wellness content
- Developed consumer marketing campaign
- Selected products based upon clinical research and reviewed wellness books, websites, and CD's

TEAM SUPERVISOR, SIX HERBAL MEDICINE PUBLICATIONS, AMERICAN BOTANICAL COUNCIL (1996-2003)

- Consulted with non-profit over 7 years; Wrote, edited, and managed six publication projects, *The ABC Clinical Guide to Herbs*, Continuing Education Course, Thieme Publishing, Texas Medical Association, 2003; *Aloe Monograph*, ABC, 2000; *Herbal Medicine*, Book and CD, Integrative Medicine, 2000; *Integrated Medicine Access*, 2000; *The German Commission E Monographs*, Book and CD, American Botanical Council, 1998, *Clinical Efficacy of Herbs*, 1998
- Supervised 200 international volunteers to complete projects to specified standards

PROJECT SUPERVISOR, TWO HERBAL MEDICINE PUBLICATIONS, AMERICAN HERBAL PRODUCTS ASSOCIATION (CRC PRESS), AMERICAN HERBAL PHARMACOPOEIA (1992-1996)

- Edited and managed publication two publication projects, including supervising team of reviewers: *Botanical Safety Handbook*, Book, CRC Press, 1997; *American Herbal Pharmacopoeia*, Monographs, 1995

EDUCATION

ACTON MBA IN ENTREPRENEURSHIP, Austin, Texas (2004)

Successfully completed MBA program and personally selected by Forbes magazine for inclusion in article on program; Worked 90 hours per week to acquire marketing, finance, fundraising, sales, and operations expertise; Used Harvard case studies and worked with Harvard-trained, ex-UT professors to analyze and defend business strategies; Led student sales force to win school-wide sales challenge.

HARVARD UNIVERSITY, Journalism Program, Dance Program, Cambridge, MA (1990)

COLORADO COLLEGE, Bachelor of Arts, Colorado Springs, CO (1990)

Spanish fluency- Semester in Mexico; Completed B.A. in 3 years

TRAININGS AND LECTURES

CERTIFIED ACUPRESSURIST, The Acupressure Institute, Berkeley, CA (1995)

CERTIFIED HERBALIST, California School of Herbal Studies, C.Hobbs, M.Tierra (1992-1994)

LIVING LIBRARIES FOUNDER (2002-2005)

Created online network of alternative medicine information and practitioners; Raised funds within one week to finance cross-cultural school in the rainforest; Coordinated educational events

LECTURER, Wellness at Work Seminars, Living Well Classes at The Crossings (2004, 2005); University of Massachusetts, Amherst (2002); The California Institute of Integral Studies (1992); American Kidney Association (AKA) Conferences (1997, 1998); National Nutritional Foods Association (1997)