



SONAL UBEROI

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Location: Madrid, Spain

CAREER HISTORY

- 2008 – current** **Spa Balance Consulting – Spa & Wellness Consultants, Madrid**
Founding Director, Owner
- 2008 – current** **British International Spa Association (BISA) – Spain and Portugal**
Board Member
- 2010 – current** **Green Globe Preferred Partner Spa – Spain and Portugal**
Preferred Partner Spa, Wellness and related sectors
- 2006 – 2007** **Six Senses Spas – Six Senses Spa at Sharq Village & Spa, Doha**
Project Manager and Spa Director
- 2005 – 2006** **Unique Spa Divi – Spa Operations and Development Department, Madrid**
Operations and Development Director
- 2002 – 2005** **Reebok Sports Club Madrid – Spa and Sales Department, Madrid**
Spa and Sales Director
- 1999 – 2002** **Goldman Sachs International – Compensation (Controllers), London**
Financial Analyst
- 1996 – 2000** **Lambton Place Health Club – Sports club, London**
Duty Manager and Fitness Coach

QUALIFICATIONS

- 2005** **International Spa Association, Madrid**
CSS (Certified Spa Supervisor) Exam
- 2001** **Financial Services Authority, London**
SFDR (Securities and Financial Derivatives Representative)
- 1999** **American College of Sports Medicine, London**
ACSM Fitness Instructor
- 1994 – 1998** **King's College Law School, London**
Bachelor of Laws: LLB (Hons) LAW

LANGUAGES

Fluent: English, Spanish, Hindi, Punjabi and Kiswahili. Basic: French and German.

OTHER INTERESTS AND ACHIEVEMENTS

Sporting activities: “The Three Peaks Challenge” (ascended the tallest mountains in England, Scotland and Wales) and an Ironperson triathlon (112 miles cycling, 2.4 miles swimming, 26.2 miles running), mountain biking, hiking, strength training.

Other interests: Reading, traveling, cultural activities.

KEY EXPERIENCE

Spa Balance Consulting (Madrid)

- Founding Director and Spa & Wellness Consultant, working closely with all clients, assisting and guiding them through pre-opening set-ups, recruitment and training of spa managers and all spa personnel, treatment menu development, financial projections, implementation of operational systems, in addition to providing on-site project management support during critical phases of the pre-opening and soft-opening, including post-opening tutoring.
- Core clients include: Hospes Hotels (Fuenso), Yhi Spa by Sol Meliá, Spa at A Quinta da Auga (Eco Hotel), Indiba Care (UK) Limited, The Nail Studio.
- Specialized management courses for professionals in the spa, beauty, wellness and tourism sectors.

British International Spa Association (BISA) – Representative for Spain and Portugal (Madrid)

- Board Member responsible for the implementation of BISA in Spain and Portugal.
- Setting up of essential standards of quality, service, education and sustainability within these markets.
- Assistance and development of BISA 'Waves for Excellence' Spa Accreditation system in Spain to increase general customer confidence in services and treatments provided.

Green Globe Certification – Preferred Partner Spa for Spain and Portugal (Madrid)

- Preferred Partner for the beauty, spa, wellness and other related sectors in Spain and Portugal.
- Assistance in the development of sustainability criteria for the spa and wellness sectors.
- Development and implementation of 'Sustainability Management Plans' and sustainable business practices.

Six Senses Spa at Sharq Village & Spa (Doha)

- Responsible for the opening of the 70.000 square feet spa: local market study and writing of detailed business plan; pre-opening budgets and financial projections; sales and marketing plans; recruitment of all personnel (total number 75); organisation of staff accommodation and visas; liaising with the owning company and contractors to ensure all works were carried out according to Six Senses's specifications; selection of appropriate product houses; development of treatment & service menus and membership concept;
- Key link in enhancing communication between hotel and spa operators, including owning company.
- Organising and implementing of business, heart of house, IT, payroll and time attendance systems.
- Organising of all pre-opening and subsequent follow-up training.
- Signing of Hand Over of documents, engineering systems, and following up of snagging list.

Unique Spa Divi (Madrid)

- Responsible for the Operation and Expansion of the Spa Management & Consultancy division.
- Monitoring financial performance and quality and standards of individual managed Spa units.
- Responsible for new Spa Set Ups – creation and coordination of F,F & E Lists, Operating supplies, business and IT system requirements; creation of pre-opening budgets and P&L projections; ensuring correct execution of Critical Path Plans and their interdepartmental coordination within Unique; development of treatment and service menus, Tour Operator Programmes,; selection and training of all spa personnel.
- Responsible for Feasibility Studies for future projects.

Reebok Sports Club Madrid (Madrid)

- Responsible for the management of the Spa business, Nails Bar and club's Sales Department.
- Responsible for turning the subsidised spa business into an independent and self sufficient unit and assisting with the opening of the new spa.
- Responsible for setting up and developing the sales department: implementing sales and marketing systems, membership sales, staff training, in all the Reebok Sports Clubs in Madrid.

Goldman Sachs International (London)

- Responsible for the Frankfurt, Paris, Moscow, Madrid and Johannesburg offices.
- Extensive liaison with Legal, Tax and Compliance on issues concerning various locations and employees, for example in setting up new payrolls and entities.

Lambton Place Health Club (London)

- Responsible for the management and correct functioning of the facilities whilst on duty.
- Personal training members and advising clients on optimum nutritional and exercise routines.