



SPA & WELLNESS INDUSTRY NEWS

Miraval appoints eight executives to lead brand growth

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Eight executives have been appointed to leadership positions at Miraval Group to oversee the growth of Miraval Arizona, Miraval Life in Balance Spas, and future expansions including Miraval Austin and Miraval in the Berkshires.



“With their impressive leadership skills, business acumen and strong work ethic, each individual will play an integral role in ensuring the Miraval brand’s continued success,” said Marc Ellin, global head of Miraval Group.

With more than 20 years’ experience, Simon Marxer joins Miraval Group as director of spas. At Miraval Group, he will use his expertise to oversee all spas and create new treatments and services designed to uphold the brand’s longstanding position as a pioneer and thought leader.

Prior to his homecoming to Miraval, Marxer worked at luxury beauty brand Red Flower, where he was the vice president of business development.

Before joining Red Flower, Marxer served as the spa director at Miraval Arizona, overseeing the spa’s renovation and rebranding and conceptualising the design and launch of more than 40 signature Miraval branded services.

Marxer has also served as the spa director of The Boulders Waldorf Astoria Collection, managing director of Cornelia Day Resort and the spa director of Canyon Ranch.

Carl Pratt, the former vice president and general manager of Miraval Arizona, has been appointed vice president of programming.

He will oversee the development of signature Miraval experiences, classes, workshops and lectures, and is tasked with positioning the company as a thought leader in the health and wellness industry.

Pratt joined Miraval Arizona with more than 20 years' experience as an innovator in the hospitality and wellness industries.

Prior to his role at Miraval Arizona, he served as an executive consultant for hotel, destination resort and health and wellness brands.

Before becoming an executive consultant, Pratt served as the president and general manager of Cranwell Resort, Spa and Golf Club, general manager at The Hanover Inn and managing director of Canyon Ranch Lenox.

Cecil Hopper has been named director of revenue optimisation. Hopper brings more than 18 years of experience in the hospitality industry to his role, in which he will oversee leisure sales and revenue optimisation of all Miraval resorts and spas.

For the past three years, Hopper has served as the director of revenue management at Miraval Arizona Resort & Spa, where he was responsible for developing strategies to ensure the resort's growth.

Jill Harlow has been named director of brand and marketing. With more than 25 years of marketing, public relations and communications experience, Harlow will be responsible for developing the brand identity and spearheading the marketing and communications efforts for all Miraval resorts and spas.

He previously served as the director of marketing for Miraval Arizona.

Jorah Anderson has joined Miraval Group as director of sales. In this position, Anderson will develop sales strategies across all Miraval resorts and spas.

Anderson comes to Miraval Group with over 17 years of experience in the sales division of the hospitality industry. Most recently, Anderson served as the director of sales at Travaasa Experiential Resorts.

Karen Rieker has been named director of finance and administration of Miraval Group, where she will be responsible for the day-to-day management of the finance and administration functions.

Rieker has worked for Hyatt for nearly 26 years, in a variety of roles in the finance, rooms and food and beverage departments. Before joining Miraval, Rieker served as the Regional Analyst for Hyatt's Luxury and Lifestyle region.

Marisa Galdi has been named director of talent and culture. With more than 15 years' experience in the hospitality industry, Galdi will oversee the human resources function, with an emphasis on colleague engagement.

Most recently Galdi was the regional director of learning, where she was responsible for creating and facilitating development workshops for the leadership of Hyatt hotels in North America.

Philippe Brenot has been named director of retail procurement, bringing more than 30 years' experience, most of which has been working for Hyatt.

Throughout his tenure with the company, Brenot has filled a variety of roles including area director of purchasing and retail for Hyatt Resorts of Scottsdale, director of purchasing and retail for Hyatt Regency Scottsdale Resort and Spa.