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| MALINI CHAUDHRIStreet Address: D 2 Kalindi, New Delhi – 110065. INDIA

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| Nationality | Indian |
| Date of Birth | 24 July 1963 |
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| <http://about.me/centerforwellness>http://centerforwellness-academy.weebly.com  |

E: mail. malini@centerforwellness.club | TRADEMARK REGISTERED |

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| **FOUNDER.** **START UP.****ACCREDITED NEW DIGITAL SPA EDUCATION** | Established Senior professional in Spa Industry with own IP numbers and licenses from world ranking authorities in technical knowledge, research and business.Influencer. Managing CHANGE and global top professional sync.Passionate about Spa therapies and wellness for personal and public community development.Project development and processing, collaborating, gaining support.Following Investment processes and channels for mentoring, and accelerating developmentKnowledge and working ability to assess, administer, control and direct operations from all spa revenue/ training centers, spa retailing operations, and quality services.Following new directions in International Law.Following networks and Business Intelligence. Exceptional ability to provide leadership and secure instruction to workforce and to manage smooth operations harmoniously across all departments.  Highly professional, with proven ability to maintain accredited standards in sales, services, quality assurance, and interaction with a   multi-cultural staff in a multi-task environment. Great regard for the workforce, concern for quality, hospitality    and guest satisfaction.Expert training capacity to upgrade staff skills in therapy, grooming, communication, selling and standardized maintenance based on latest trendsTRENDING*Management of blogging and social media. Assessment of web traffic movements through digital tools. Influencer strategies**Research and development. Significant international scientific collaboration in manuals and seminars.**E-commerce business knowledge. Comprehensive strategies in new and micro education digital models. Comprehensive PEST-SWOT Analysis and industry assessment. Understanding of Change management and government structure, International Law and Arbitration. Understanding of accreditation structures and maintenance of unified, creative, integrated processes.***Accredited by ISTE, HABIA , IAO and WHO for best appreciation of global rank in quality** |
| Experience | NEW DELHI 2010 – current. **FOUNDER AND CEO. CENTER FOR WELLNESS. START UP**SPA AND LEISURE QUALIFICATIONS ONLINEManaging a licensed learning center (database) for spa therapies based on external regulation. Authorized by ISTE. Arranged with Quality Assurance, and several levels of Internal and external assessment.Cooperating with Angel list investors, Incubators, Accelerators, Crowd funders and new accredited EDUTECH. Publishing skills development courses for spa sector and retailng,  ( International standards and technical board in education.) Successful IAO(US) candidate for accreditation 2014, valid in 50 countries. ISTE IP NO LM71879(2010)A sub unit E-Commerce Academy, has been launched to market PG Diploma courses on Sports massage, Shiatsu and Laser Physiotherapy with combination of manuals, virtual classes and Pinterest secret boards. Accomplishments

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| * Launch of verified International technical courses on spa therapies based on new digital standards and models of education. Angel List promoted for Investors and Collaborators.
* Private therapist and consultant to individuals, stroke patients, pain management, based on CAM ( wellness centers in hospitals). Empanelled in Indian Spinal Injuries Center as consultant.
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 Author of international media contribution on sports massage. Tennis World USA from South Africa.Continuing Medical Education based on Laser physiotherapy in hospitals. Seminar collaborated with Jan Tuner. Sweden. * Sponsorships overseas for ISLA, laser physiotherapy seminar of Dr. Weber (Germany) and for ACE fitness seminar, in Thailand.

NEW DELHI 2008 **ACADEMY MANAGER OF HABIA** I**NDIA** (UK govt) cosmetology academy in Noida. Academy also called CHRYSALISIS with Chandan Sparsh spas .  Established vocational courses in reflexology, swedish massage, aroma therapy, hydrotherapy and all occupational standards related to management, financial planning, front office, products and Institutional Quality Assurance based on the NVQ Developed HOD’s and completed content. Approved by VTCT during National Verifiers examination from UK for management of the HABIA International qualification in India.ACCOMPLISHMENTS* Maintain an up to date version of the Spa/ Salon and Beauty Procedure Manuals and ensure compliance. Manage structural compliances. Manage audio/video technical content.
* Manage IT and security of all intellectual property of the qualification
* Manage assessor structures associated with the qualification. Manage learner logs, examination processes and data protection associated with the academy
* Develop and maintain Spa/salon and Beauty literature, documentation and process handling requirements.
* Attend Management meetings and convey all relevant information throughout for HOD’s and supporting teams.
* Hold regular staff meetings to keep staff up to date on all aspects of the academy operations and class demonstration.
* Intense problem solving and troubleshooting towards verification of academy.
* Train and support staff of Chandan Sparsh Spas
* Maintain decorum with important experts and consultants from industry during their visits
* Attend support seminars of industry leaders towards HOD training
* Manage reporting to management
* Manage budgets and costing of different units of academy.

This is a prestigious qualification with complex legal and UK industry processes in verification, technical standards of structure, educator, training tools, assessments, audits and examinations, which creates global career opportunities.Was awarded certificate of Academy Manager of the HIQ (Habia Qualification) for SAARC nations.  New Delhi / Rajasthan 2007**DIRECTOR TECHNICAL/ OPERATIONS OF MYSTIC CURES GROUP SPAS.** Appointed by Kassa Finvest. USA. (Probationary post) Developed international group heritage spas, salons and gyms in palace hotels as HRH Shiv Nivas and Fateh Prakash palace hotels in Udaipur, Khimsar fort in Jodhpur and many more, including Taj business hotels, Crowne Plaza, Delhi and more.ACCOMPLISHMENTS* *Controlled ongoing service and product margin analysis to ensure profitability.*
* *Implemented opportunities for managing operational costs and boosting the bottom line. Developing product and menu service line.*
* *Developed Spa's Marketing Strategy and ensure a consistent image is being portrayed.*
* *Proactively developed opportunities and effectively dealt with media. Developed and maintained gracious and efficient synchronized front desk procedures across all hotels.*
* *Maintained and updated all necessary internal and external signage, forms and registers*
* *Anticipated, identified and ensured customer needs were being met in the best possible way.*
* *Monitored customer satisfaction with surveys, focus groups and comment cards.*
* *Developed and delivered credible, competitive, value-plus service to the customer.*
* *Guided staff to become caring problem solvers, cooperative, accommodating and fair.*
* *Developed a Recruitment Kit for effective recruiting, interviewing and hiring.*
* *Developed Value Packed Proposals and maintain internal staff retention programs.*
* *Implemented ongoing skills training to ensure service standards and SOPS were being upheld.*
* *Developed and monitored Job Descriptions and Staff Goals Planning*

This was a vast project managed successfully within a short time.  *This was a first company to manage a chain of outsourced spas in India*NEW DELHI 2004-  2006  **CONSULTANT**\* Trainer and consultant to Medispa Clinic Dermatech in manual massage, acupressure and laser therapy. Promoted by International Cosmetic News.\* Consultant therapist at neurosurgery center KMPSC in clinical massage and laser physio.\* Consultant to Oberoi Salon in Delhi in Beauty\* Vendors Clinic at a Golf Club offering select massages as Reflexology, Shiatsu, acupuncture and laser physio therapy |
|  |  USA 2003**RESEARCH AND DEVELOPMENT**Sponsored to the USA as a private therapist. Attended NAALT  conference in Bethesda in Lasers.  Attended courses in Sports massage and Lymphatic drainage massage.Developed research papers and reports in co-authorship with Jan Tuner, leading authority on low level laser therapy. Continued collaboration over ten years managing books, documents, seminars and a course.  2002 New DelhiDocumented laser acupuncture clinical trial on Indian women golfers playing nationals. Presented Golf trial in Tsukuba, Japan during 4th Walt Congress. Published editorial in Laser world, Laser scientific journal of Swedish Medical Laser Society.  2001 New Delhi – Czech RepublicContributed two scientific papers on laser acupuncture for publication in Laser Partner Journal. These were published and I was issued two certificates of merit for scientific achievement. These papers were listed with IP numbers  NEW DELHI 1994-5* Laser/acupuncture Consultant to Sports Authority of India, Hockey team and others, with mw 670nm laser. Visiting specialist to SAI, Patiala.
* Awarded meritorious scholarship by Hinduja Sports Foundation for International Doctoral degree in complementary medicine.

 CHINA 1987-1993**FOREIGN EXPERT AND TRAINER OF EFL AT SOUTH CHINA NORMAL UNIVERSITY** **Referred by PRINCETON IN ASIA EFL TRAINER EXCHANGE PROGRAM**Guangzhou – undergraduate and postgraduate departments. Taught English to undergraduate and post graduate students.*On The side*  *Training in Acupressure of the Barefoot doctor technique . G- Jo acupressure for advanced cures, TCM and auricular therapy. Seminars in laser acupuncture and acupressure in Hongkong. Trade in pocket lasers and Chinese art. Placements of graduated Chinese students in Special Economic Zone for facilitation of International trade. Travel and visits to factories of silk, pottery, tea, fabric art and more.* |
| **Education** | ISLA 2010 . Bangkok. International Society of Laser Acupuncture. Laser physio, laser acupuncture and intra-venous laser from Weber needle. FDA approved. CE Habia (U.K) . 2008. Academy Qualification and Operations Manager. CPD class from (Ceo) ALAN GOLDSPRO in SAFETY  USA. 2003 Private sponsorship to Westport, Connecticut, USA to pursue higher PG studies in laser and clinical massage, including sports massage and manual lymphatic drainage(CE) of Vodder. Medical Auricular Acupuncture (CE) from Bryan Frank. M.D President AAMA (USA), seminars at Bethesda from NAALT2002 Japan, Tsukuba. Seminar and courses in Photo medicine. 4th Congress of WALT.2000. China-Colombo. Dr.AC. International license W.H.O. With IP No.1994 Colombo Ph.D. Open International University of Complementary Sciences1987 Mumbai MA. English. Mumbai University1985 Mumbai BA. English. St Xaviers College. Mumbai University. |
| Skills | * Founding. Business and Financial Planning. Educating. Technical writing. Training. CME. Developing courses. Therapist. Sports massage. Hydrotherapy. Laser therapy. Shiatsu. Management. Graphic Design. Communications. Sales. SOP development. Google Analytics and SEO. Aromatherapy. E-commerce. Assessment. Networking. Brand development. Accreditation. Interpersonal skills. Industry assessments.
* Edutech.
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