# Management Bio - Dave Burlington

Dave Burlington is an experienced entrepreneur and multi-unit franchise owner with nearly two decades of involvement in the wellness and personal care industry. He has been part of the [Massage Heights](https://www.heightswellnessretreat.com/) organization since 2006 and brings deep operational knowledge, brand commitment, and strategic foresight to his business endeavors.

Dave became a franchise owner in 2017, acquiring the **Friendswood** location – originally opened in 2012. In 2020, he expanded his portfolio, acquiring the **Baybrook** location (established in 2015) and becoming a co-owner of the **Kingwood** location, also added to his operations that same year. Across these locations, Dave has led successful initiatives focused on operational efficiency, customer experience, brand alignment, and growth through reinvestment.

He is actively engaged in franchise governance and strategy through his role as **Co-Chair of Massage Heights’ Franchise Advisory Council**, where he collaborates with corporate leadership and fellow franchisees to shape strategic priorities. Over the years, Dave has also served on multiple corporate committees, contributing his insights and advocacy to help advance the Massage Heights brand system-wide.

As part of a strategic brand evolution, Dave is currently preparing to transition the Baybrook location under a new banner – **Heights Wellness Retreat** – signaling a refreshed vision that blends elevated wellness services with premium guest experiences. He is overseeing the full buildout of this new concept, which includes a modernized facility and updated service offerings, informed by the brand’s latest system updates and design standards.