

# RAHUL SINGH CHAUHAN

19th December 1975

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Career Summary

I have a rich experience of 19 years (13 years at Managerial level) in spa & wellness industry.

I am a passionate spa educationalist and blogger, with expertise in coaching 'Competitive Swimming' and 'Techniques and Teaching of Yoga & Meditation'. I have a proven track of networking in a collaborative manner with corporate office and higher management, department heads, local suppliers, local key players in the market. I have led various sizes of teams (coming from various Asian cultural backgrounds) with exceptional level of team engagement and development. I have extensive Pre-Opening experience in 3 successful projects. Additionally, I am an expert in spa training, and own significant experience of heading a very successful spa academy in India.

## Core Competencies

* Pre-Openings
* Project Management
* Training and People Management
* Quality Management
* Revenue Management
* Effective Communication
* Hiring & Development
* Coaching & Mentoring
* Customer Service
* Wellness blogging

## Detailed Professional Experience

Head - Spa Operations, Radisson Blu, Noida

August 2015 – Till Date

* Responsible to achieve Spa, Beauty, Hair salon, Gym, Swimming pool and other leisure activities revenue, profit and customer satisfaction goals
* Developed and implemented strategies to increase product awareness and sales
* Maximised profit through driving revenues and controlling costs by given a growth of 28% over last year
* Involved in the preparation of revenue forecasts, budgets based on the business on books till date, current, historical data and impact of special promotions
* Provided solutions to improve problem areas and assisted in implementing corrective measures.
* Working closely with Public Relations and Communications department to develop relationship with media, local businesses and potential guest
* Developed promotions and packages in conjunction with the sales/marketing and F&B departments
* Meeting In-house guests and Spa Members regularly to improve experience by seeking guest feedback and developing strategies to improve services if necessary
* Communicated performance expectations by providing employees with on-going feedback and trainings
* Ensured that the teams adhere to all hotel and company standards, Business conduct and ethics, policies and procedures including Health, Hygiene & Safety and maintain confidentiality for all guests and colleagues

Senior Spa Operations Manager, Apollo Wellness, Apollo Group, India

May 2014 – June 15

* Managed revenue and budgets for the 8 wellness centres in Andhra Pradesh and Telangana, India
* Provided expert oversight to the entire daily spa operations, which included managing purchasing, formulating inventory statistics, while ensuring compliance with management requirements
* Reviewed comment cards, guest satisfaction results and other data to identify areas of improvement
* Directed strategic efforts in coordinating promotions within Spas while increasing the awareness of wellness
* Developed price list, menu, treatments, special offers, and exclusive promotions
* Managed spa sales and marketing strategy
* Identified training needs of the spa team, planed and execute recurring training
* Liaised with the HR department to ensure smooth appraisal process and assist in developing Job Descriptions and monitoring Staff Goals Planning
* Attended Management meetings and convey all relevant information throughout the Spa.
* Held regular managers meetings to keep staff up to date on all aspects of the Spa's operation.
* Planned, executed and oversaw the pre-opening of the new projects

Head – Operations, Pre-opening, Training and Development, O2 Spas, India

January 2012 – April 2014

* Headed a team of 15 members responsible for pre-opening and training of new recruits in Anatomy, Physiology, Guest Care, Spa Operations, Treatments and Therapies
* Established Standard Operating Procedures, Standard Operating Manual, Managers Manual, Treatment Flow, Employees Policies and Procedure and Job Description of different levels for HR
* Performed Menu Engineering to analyse pricing strategies and menu content management systems
* Designed and executed the Annual Training Calendar for O2 Spas
* Strategized Spa Development, Pre-opening logistics for trainers, Pre – opening set up and
* Managed Train-the-trainer program
* Conducted Assessment, Appraisal and Development of Trainers
* Initiated the Planned the opening of the Spa Academy for O2 Spa
* Trained team for the Pre-Opening and Operations of the O2 Spa in Dubai

Pre-opening and Spa Development Projects Completed:

* O2 Spa, Marriott, Jaipur
* O2 Spa, Novotel HICC, Hyderabad
* O2 Spa, Novotel Airport, Hyderabad
* O2 Spa, Vittal Mallya Road, Bangalore
* O2 Spa, GVK Mall, Hyderabad
* O2 Spa, Ramoji Film, Hyderabad
* O2 Spa Training Academy, Hyderabad
* Completed Training of 732 new therapists/trainers

Spa Operation Manager (Pre – Opening), Viceroy Hotels, Resorts and Residences, Maldives

Jun 2011 – Dec 2011

* Coordinated pre-opening Critical Path, spa construction finish details, Snagging, FF&E, OS&E, and punch list
* Involved directly with the Corporate Spa Director in development of Spa Concept
* Successfully recruited and nurtured multi-national/lingual team of associates
* Provided on-the-job training for all departmental employees
* Coordinated with other departments to ensure smooth operation, cleanliness and maintenance of the Spa and Wellness
* Oversaw product research, product selection, purchasing and maintaining inventories
* Selected vendors for spa operations and managed contract agreements
* Formulated Spa Cuisine along with the Executive Chef of the resort

Project Completed: Spa at Viceroy

Pre - Opening Spa Manager, Hyatt Regency, Pune

Apr 2010 – May 2011

* Managed project scope of spa, fitness, retail, and wet areas
* Adeptly identified, value engineered, and procured FF&E and OS&E
* Drove project logistic, operations, sales, marketing, and public relations
* Developed comprehensive pre-opening budget, staffing guidelines and SOP manuals
* Managed areas of operation to budget by reviewing Profit and Loss worksheets and payroll progress reports
* Managed spa controllable expenses such guest amenities, linen expense, stationary to achieve budgeted goals
* Successfully recruited and trained associates in all areas of Spa & Wellness
* Identified and recommended new products and product enhancements to remain competitive in the market
* Conducted competitor analysis and strategized operations of the spa
* Responsible for complete Vendor Management and Contract Agreement
* Enhanced the revenue after opening from single treatment to 500,000 in first three months with 46 wellness members

Project Completed: Hyatt Pure - Arogya Spa and Wellness

Spa and Recreation Manager, Goa Marriott Resort and Resort, Goa

Jul 2008 – Aug 2009

* Managed daily, monthly and yearly P&L Statement performance
* Enhanced guest capture rate from 7% to 10% of in-house guest
* Maintained profitability during off season while occupancy and Average Daily Rate (ADR) under achieved
* Full financial responsibility including annual & capital budgets, sales & marketing, operations for spa, fitness, recreation, kids club and poolside
* Ensured all procedures and policies of the department are as per the Standard Operation Procedures and Local Operating Procedures (SOPs and LSOPs)
* Communicated performance expectations to the team, in accordance with job descriptions for each position and monitored progress
* Ensured safety procedures and documentation are completed according to Loss Prevention Standards
* Ensured exceptional Customer Service and guest satisfaction by regularly monitoring Guest Satisfaction Survey (GSS)
* Achieved highest colleague satisfaction in Gallup survey scores hotel wide
* Conducted team engagement activities on yearly basis ensuring maximum participation to enhance team motivation and bonding
* Conducted pre-opening project initiation for conversion of ‘The Spa’ into ‘Quan Spa’

Spa Manager, JIVA Spas, Taj Hotels, The Indian Hotel Company Ltd.

Jan 2003 – June 2008

Taj Rambaagh Palace, Jaipur

* Conducted daily morning and weekly briefings/meetings with senior management and spa division to discuss operational issues and proposed solution options
* Conducted daily meetings with the Spa team to discuss operational issues serving as a liaison between the management, spa division, team and guests
* Maintained close contact with guests, receiving feedback regarding spa operations
* Marketed spa services and facilities both in the Palace as well as in regional and international market in liaison with the Director of Sales
* Continued to find innovative & creative methods of increasing guest capture ratio

#### Achievements:

#### Standardization and Renovation of Wellness Area

Taj Umaid Bhawan, Jodhpur

* Ensured enforcement of Brand Standard, as per the vision and mission of Jiva Spa
* Ensured adherence to Spa’s policies and procedures and maintained the established standards of hygiene and grooming
* Ensured all spa records and documents are being filed and maintained in an effective and appropriate manner and month end reports are sent to Spa Division
* Responsible for daily, monthly and yearly P&L Statement performance
* Maintained inventories of products, linen, equipment on daily and monthly basis
* Ensured career development plans and succession planning of the Spa team
* Established a sales & marketing plan in liaison with the unit Director of Sales and Marketing

#### Achievements:

#### Won prestigious Tata Award for Business Excellence as best Spa

#### Won the title of Best Jiva Spa in Revenue, Guest Satisfaction, Highest Score in Richie Audit

#### Conversion of Jiva Spa to Jiva Grande’ Spa

Taj Lake Palace, Udaipur

* Ensured the operational budget is achieved & that all costs are strictly controlled
* Developed Standard Operating Procedure manuals for Jiva Spa and implemented the manual to therapists
* Established an efficient team by striving to maintain standards of excellence
* Conducted performance appraisals and personal development of the team
* Ensured safety and security of spa guests as well the team
* Introduced a new concept of “body, mind and soul fitness” through services
* Participated in Life - Coaching and Mentoring Programs to enhance the interrelationship with Management and the Department Team

#### Achievement:

#### Nominated in Spa Asia Crystal Awards under best spa in Asia

#### Best Jiva Spa for overall Service Excellence and Highest Guest Satisfaction Score within Jiva spa

#### Conversion of Royal Spa to Jiva Spa

#### Conceptualized and launched Jiva Spa Luxury Boat

Spa Supervisor & Trainer, Hilton Golden Palms Spa & Resort, Bangalore

Jul 2000 – Dec 2002

* Member of Pre – Opening Team
* Supervised and Trained new team members as per Chiva - Som Standards
* Over-saw the cleanliness and maintenance of Spa and Beauty areas as well as operational equipment
* Assisted Spa Manager in successfully running the Spa, Beauty and Wellness Operation

Spa Co-ordinator, Oberoi Cecil, Shimla (East Indian Hotels)

Jan 1999 – June 2000

* Responsible for day to day spa, yoga and swimming pool activities
* Managed front desk operations, guest care and interaction
* Managed and supervised all areas of the spa, including its programs, services, hours of operation, facilities and staff
* Coordinated the delivery of spa services, including salon, skin care, fitness and wellness, massage, program coordination, reservations and locker room areas

Spa Therapist, Oberoi Rajvillas, Jaipur (East Indian Hotels)

Oct 1997 – Dec 1998

* Assigned the tasks of maintaining inventory of supplies for the operations of the treatment rooms
* Handled the responsibilities of providing spa services to in-house guests by using appropriate, safe and effective techniques
* Explained Menu, techniques and procedures to guest so to suit their needs and preferences
* Ensured property policies are administered fairly and consistently
* Learned different kind of therapies, treatments
* Adhered to Oberoi Code of Conduct

Spa Product Knowledge

* Ila: Beyond Organic Spa Range from England
* Rain Forest: International luxury product from Amazon Rainforest
* Sothey’s: International luxury French product
* Aveda: A luxury Spa Product Line for facial and body care
* Dec’lore: A luxury and international Spa Product Brand
* Remy Laure: A luxury Spa Product from France
* Spa Cuisine: Menu Engineering and Presentation

## Education

* Masters in Business Administration (Operations Management) from Manipal University, Manipal
* Masters in Physical Education from the Department of Sports Science & Research, Jiwaji University, Gwalior
* Bachelors in Physical Education from Lakshmi Bai National University of Physical Education, Gwalior
* Diploma in Sports Dance from Sports Dance & Fitness from American Aerobic Association, USA
* Specialized in techniques and teaching of Yoga, Meditation, Breathing exercises from Lakshmi Bai National University of Physical Education, Gwalior
* Certified coach and trainer of swimming and basketball from Lakshmi Bai National University of Physical Education & Jiwaji University, Gwalior
* Certified Rekhi Master and healer