

Julie Pankey

Founder & Managing Partner

JMPankey Partners

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Guest Speaker/Trainer

Premiere/DaySpa, Orlando 2017, mastermind educator
Skin Inc Face & Body, MidWest 2017, mastermind educator
SPAHIVE Mastermind, founder, facilitator and speaker
SPAHIVE Social Community, founder and host
ISPA Conference, Las Vegas, marketing panel member
American Spa Expo in New York City, invited speaker on the topic of "Luxury Hotel Spa"
Women's Wellness Retreat Program, creator and facilitator

Recently Quoted/Published

Massage Magazine, Mar 2017
Skin Inc Magazine, Mar, Apr, Aug, Oct, Dec 2016
Spa Opportunities, Dec 2016
Day Spa Magazine, Mar, Aug, Dec 2016
Nail Pro, Jul 2016
ISPA Pulse Magazine, Jun 2016, Dec 2016, Jun 2017, Jul 2017
American Express Essentials, May 2016
American Spa, May 2016, May 2017
DaySpa Association, Mar, May, Jul, Dec 2016, Mar 2017
SpaBlab, Apr 2016
FitSmallBusiness, Apr 2016
SalonSpa Chat, Jun 2016
SpaStandard, Apr 2016
TheStreet.com, Mar 2016

Other

Global Wellness Ambassador, USA, 2017
People of ISPA, 2017
The Spa Standard Educator, 2016
Global Wellness Mentor, 2016

Organizations

- National Association of Professional Women, Member
- Professional Beauty Association, Member
- GreenSpa Network, Member
- Wellness Warrior, Member
- New England Spa Association, Vice President
- ISPA, Co-Chair Membership/Implementation
- Spa Tech Institute, Headhunter Advisory Board

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Qualifications

Over twenty years of experience and willingness to share knowledge of and passion for the spa industry. My dedication, perseverance and leadership have contributed to the success of both colleagues and clients while working in first class environments that promote mind, body and spirit wellness.

Work Experience

November 2011 – present, JMPankey Partners Managing Partner Spa, Salon, Hospitality and Retail Specialists

- Provide the tools for businesses to operate profitably and efficiently
- Oversee the industry's only spa, salon, hospitality and retail advisory network
- Deliver the partnerships necessary for clients to make the right decisions
- Bring client business into the modern age of technology and social media marketing
- Drive business directly from the client's website to the front door

April 2012 – December 2016, Wentworth by the Sea, Marriott Hotel and Spa Spa Director

- Oversees all operations for full service 10,000 sq ft spa with 10 treatment rooms
- Train and motivate management and 48 staff members in all aspects of hospitality service
- Responsible for hiring, training, scheduling, performance reviews, conflict management, business building, skill enhancement and goal setting
- Ensuring spa treatment quality controls, including service, cleanliness, and product usage
- Develop sales targets and strategies; analysis of weekly, monthly and annual goals
- Create and monitor client programs; evaluate effectiveness of existing or new programs
- Assist in short and long range operational plan to ensure cost effectiveness and efficiency

September 2008 – present, JMPankey Partners Spa Brand and New Business Development Catherine Hinds Essentials, Mary Cohr USA, Guinot USA, OSEA Malibu, Christopher Drummond Beauty

- Develop brand awareness, market positioning, strategic marketing plans, business objectives and realistic financial goals; managed P&L
- Manage existing accounts and pursue new business opportunities; implement a 60-90 day sales plan strategy
- Manage spa supply distribution to over 160 clients
- Organize training plans, and motivate staff with monthly incentives, events and programs
- Educate staff and management on successful retail sales techniques and sales goals
- Implement staff sales goals with Spa Manager, Director or Owner
- Consult with spa and retail clients on business development, branding, and creation of standard operating procedure, retail space development, marketing, PR and training

May 2007 - September 2008, Four Seasons Great Exuma at Emerald Bay Executive Spa Director

- Managed and oversaw all aspects of 32,400 square foot spa and related services
- Developed and execute all spa standards, policies and procedures to provide five star services
- Positioned Four Seasons, Exuma as a trend setter in the spa industry
- Provide customers with a product and level of service that is consistently excellent
- Trained and motivated management and staff in all aspects of hospitality service
- Doubled Spa Retail revenue in 12 months

2002-2007, The Cliff House Resort & Spa Spa Director

- Oversaw all aspects of a 25,000 square foot spa and related services; opened and managed 900 square foot Spa Boutique retail space
- Established and trained full property customer service standards
- Researched and created full property signature private label in-room amenities
- Developed marketing plan and implementation
- Maintained an 89% staff retention rate over 4 years
- Doubled Spa Boutique revenue over 18 months
- Increased spa treatment revenue by 25% each year to a 30% profit margin
- Implemented a new compensation plan for 2006 to increase bottom line to 33-35%

2000-2002, The Spa at Norwich Inn Spa Supervisor/Assistant Director

- Supervised, evaluated, recruited, interviewed, hired and trained new and current employees, executing the Spa's standards of excellence, as they relate to providing five-star treatments and services to guests
- Appraised and maintained all inventories, inclusive of products and equipment
- P&L management
- Researched and recommended purchase of state-of-art spa equipment, products and services

1998-2000, The Spa at Norwich Inn Spa Front Desk Supervisor

1993-1996, Yolanda's Nail Technician, Front Desk Associate, Retail Associate

Education

Salesforce Administrator
Harvard Manage Mentor and Skillssoft Management Course
Certified Spa Supervisor, ISPA
Certified Master Nail Technician
Reiki Practitioner
Bachelors of Science and Associate of Arts