

## Leading Industry Team Launches Turnkey MedSpa Solution

### ACARA MEDSPAS EXPERTS CORPORATE TEAM

#### **Francis X. Acunzo, CEO/Founder, Business Development & Strategy**

Francis Acunzo is currently CEO of Acara Partners, a rapidly growing spa and wellness investment, management and development company. Acara Partners most recently spearheaded the acquisition and turnaround of a corporate owned medical spa company under their Acara Medspas division. Acara MedSpas is the industry frontrunner in developing, managing and marketing leading medical spas.

Mr. Acunzo has been the visionary, founder and CEO of numerous health, wellness and spa companies. He has extensive merger, acquisition and business development experience and has provided executive oversight to multi-site national spa and medical spa companies.

Mr. Acunzo is a noted industry speaker and contributing writer. He has also guest lectured at top universities throughout the United States. He has actively supported the health, wellness and spa industries through leadership positions on various international trade association boards.

#### **Barbara Murphy-Shannon, Business Development**

Ms. Murphy-Shannon has over 20 years of marketing and sales experience in the hospitality and service industries including spas, country clubs, dining clubs, and athletic clubs. As Vice President of Business Development with Acara, she interacts with all new clients, determining their goals and objectives, ensuring a smooth transition during development. She was Vice President with Sage, one of the country's leading spa management & development groups that became Stonewater, the country's second largest day spa organization. Her experience includes spa and club development projects, developing strategic plans, market research, and conducting sales training at prestigious clubs including Gainey Ranch Golf Club, Red Mountain Ranch Country Club and Le Pli of Boston. Ms. Murphy-Shannon holds a BA degree in Communications with a minor in Marketing from Bridgewater State College in Massachusetts. She also teaches *Sales and Marketing for Spas* at Arizona State University and *Principals of Sales* at Mesa Community College.

#### **Brenda Palumbo, MedSpa Development**

Ms. Palumbo joined Acara MedSpas as Vice President of Development with a wealth of first hand experience and formal education in the spa industry. She currently oversees all new medical spa development, including: market assessment, feasibility, and pre-opening implementation. She is a 1991 Cornell University graduate from the School of Hotel Administration. Brenda has worked exclusively in the spa segment of the hospitality industry. Brenda's experience includes single- and multi-unit management experience covering destination, hotel/resort and day spas. She has also worked as an industry consultant specializing in spa development and pre-opening services. As a Regional Director of Spa Operations for

An Acara Partners Company

Acara MedSpas  
33 Business Park Drive  
Branford, CT 06405

203.488.0028

info@acaramedspas.com  
www.AcaraMedSpas.com

Stonewater Spas, Brenda oversaw the operations of ten day spas in seven states. Brenda has been involved in numerous spa openings and development projects with a variety of spa owners and developers (Intrawest, Health Fitness Dynamics, Marriott Hartford, Cortiva Education).

**Pia Prevost, Architecture & Interior Design**

Ms. Prevost has over twenty years of international experience as an Architectural and Interior Designer. Pia has designed for both the largest Day Spa and Medical Spa chains in the US. Her company, Prevost Design, provides exclusive MedSpa designs for Acara.

**Sandi Urkrur, MedSpa Operations & Sales Management**

Mrs. Urkrur has extensive experience in retail healthcare, including the operational oversight of a chain of 37 medical spas. As MedSpa Director for Acara, Sandi oversees day to day operations and sales at every location. She has assisted with the development of numerous locations from construction and planning to opening and start-up operations. Sandi has written Standard Operating Procedures manuals, had a team of Regional Managers reporting to her to manage a complex multi-site operation with responsibility for payroll, personnel management, sales and marketing, business development, training, equipment maintenance and procurement along with OSHA and HIPPA regulatory implementation. Sandi holds a BA in Business Administration from the Goldey Beacom College.

**Courtney Gray, Aesthetic & Product Training**

Ms. Gray has worked in the health and beauty industry for the past five years. She is a licensed aesthetician, has managed medical spas and is a certified laser trainer for top medical laser and product spa lines. Ms. Gray holds a degree in Aesthetics from Blanche MacDonald in Vancouver, BC

**Joy Thompson, DBA; Strategic Planning & Organizational Development**

As Chief Operating Officer for Acara, oversees all MedSpa location development and operations. She has extensive experience in marketing and business development for high tech giants including: Digital Corporation, Compaq and HP. She holds an MBA and a Doctorate in Business Administration. She made a decision to leave the corporate world to pursue a career in the Medical Spa industry. She recently opened and operated her own medical spa in the greater Boston market before selling it to her medical director 3rd quarter this year. Joy joined Acara to support our Client's business development projects included working on market assessments, business plans, financial analysis, project management and operations.

**Debra Roberts, Marketing**

As Vice President of Marketing, Debra develops all MedSpa marketing strategy, planning and implementation. She oversees branding, design and advertising for each location, including: name and logo design, website, promotional campaigns, business collateral, on-line marketing and strategic marketing programs. As an award winning designer / marketing expert with over fifteen years in her field, Ms. Roberts has managed national healthcare and medical spa accounts. Her campaigns have included branding, print, broadcast and internet marketing. Debra holds a BFA in Graphic Design Communications from Moore College of Art and Design.

### **Joseph Acunzo, Information Technology & Software Integration**

As a mission critical software information architect and developer, Mr. Acunzo is Acara's Chief Technology Officer, with over twenty-seven years of expertise. For the medical spa industry, he has integrated point-of-sale and scheduling solutions, plus implemented a centralized system for the corporate headquarters of a national medical spa chain. Mr. Acunzo graduated in 1980 summa cum laude with a BS in a dual major of Mathematics and Computer Science, as well as a degree in Accounting, both from Quinnipiac University.

## **ACARA MEDSPAS ADVISORY BOARD**

**Ralph Massey, MD** – Aesthetic Dermatology & MedSpa Expert

Board Certified Dermatologist

**Deborah Pan, MD** -- Medical Aesthetics & Cosmetic Surgery

Medical Spa Owner & Plastic Surgeon

**Rebecca Jackson, Esq.** -- Legal & Regulatory Healthcare

Senior Legal Counsel for Medtronic, Inc.

**Smaiya M. Million** -- Health, Fitness & Wellness

Chief Operating Officer, Millennium Partners Sports Club Management LLC

**Charles T. Lelon** -- Private Equity, Investment & Financial

Founder & Managing Partner of Kamyron Capital, LLC