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News

Miraval Names Eight Executives to Head Brand Growth and Development

by *American Spa Staff* | Jan 26, 2018 4:49pm



Get to know the eight executives Miraval appointed for growth and brand development. // Head shots courtesy of Miraval/Hyatt Hotels

Eight executives have been appointed to key leadership positions within [Miraval Group](#) to oversee the growth and development of Miraval Arizona, [Miraval Life in Balance Spas](#), and all future brand expansion, including Miraval Austin and Miraval in the Berkshires.

“I am thrilled to welcome these individuals to Miraval Group’s executive team,” says Marc Ellin, global head of Miraval Group. “With their impressive leadership skills, business acumen and strong work ethic, each individual will play an integral role in ensuring the Miraval brand’s continued success.”

Information on the eight leadership positions is listed below. Positions correspond with the above head shots from left to right, top then bottom.

Carl Pratt, vice president of programming

Formerly the vice president and general manager of Miraval Arizona, Carl Pratt has been appointed vice president of programming. In this role, Pratt oversees the development of signature Miraval experiences, classes, workshops and lectures that uphold the brand's core values and position the company as a thought-leader in the health and wellness industry.

Cecil Hopper, director of revenue optimization

Cecil Hopper brings over 18 years of experience in the hospitality industry to his role as director of revenue optimization at Miraval Group. In this position, Hopper oversees leisure sales and revenue optimization of all Miraval resorts and spas to enhance efficiency and maximize profits.

Jill Harlow, director of brand and marketing

With more than 25 years of marketing, public relations and communications experience, Jill Harlow joins Miraval Group as director of brand and marketing. In her role, she is responsible for developing the brand identity and spearheading the marketing and communications efforts for all Miraval resorts and spas.

Jorah Anderson, director of sales

Jorah Anderson joins Miraval Group as director of sales. In this position, Anderson develops and executes innovative sales strategies across all Miraval resorts and spas. Anderson comes to Miraval Group with over 17 years of experience in the sales division of the hospitality industry.

Karen Rieker, director of finance and administration

Karen Rieker has been named director of finance and administration of Miraval Group where she is responsible for day-to-day management of the finance and administration functions. Rieker has worked for Hyatt for nearly 26 years in a variety of roles in the finance, rooms and food and beverage departments.

Marisa Galdi, director of talent and culture

With over 15 years of experience in the hospitality industry, Marisa Galdi joins Miraval Group as director of talent and culture where she oversees all aspects of the human resources function with an emphasis on colleague engagement. Most recently Galdi was the regional director of learning where she was responsible for creating and facilitating development workshops for leadership of Hyatt hotels in North America.

Philippe Brenot, director of retail procurement

Philippe Brenot brings over 30 years of experience as director of retail procurement of Miraval Group. Brenot has spent most of his career working for Hyatt. Throughout his tenure with the company, Brenot has filled a variety of roles including area director of purchasing and retail for Hyatt Resorts of Scottsdale, director of purchasing and retail for Hyatt Regency Scottsdale Resort and Spa.

Simon Marxer, director of spas

After more than 20 years of experience, Simon Marxer joins Miraval Group as director of spas. At Miraval Group, Marxer will use his expertise to oversee all spas and create new and innovative treatments and services that uphold the brand's longstanding position as a pioneer and thought-leader in the spa space.