

# Professional Profile

## Biography: Janice Gronvold

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### Background

Janice Gronvold is a business development and marketing communications professional and educator specializing in the hospitality, resort, spa and medical arenas.

Actively involved in continuing education designed to prepare students for rapidly evolving hospitality, spa, and tourism industry segments, Ms. Gronvold serves as an instructor and advisor for certificate programs in International Hotel and Tourism Management and Spa and Hospitality Management for the University of California in Irvine. Articulation agreements between the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management and Australia's Royal Melbourne Institute of Technology Master of Wellness program provide credit transfers for students pursuing undergraduate and post graduate degree programs.



### Academic Distinction

Ms. Gronvold was a recipient of the Distinguished Instructor Award from the University of California in Irvine in 2009. The annual award is given to instructors who demonstrate outstanding performance in the creative use of instructional techniques, continuous commitment and flexibility in addressing student needs, presentation of current material that positively impacts students' careers or life, and demonstrable qualities that inspire enthusiasm and enhanced learning.

### Experience

A seasoned domestic and global traveler, Ms. Gronvold has more than twenty years experience in various facets of the national and international hospitality, spa and tourism industries with a focus in healthy lifestyle, wellness and medical categories. Examples of employment, academic, consulting and industry association positions include:

- Executive positions with world-renown destination resorts such as the Golden Door in California and Rancho La Puerta in Mexico
- Consulting services to international travel and hospitality organizations, real estate lifestyle communities and consumer product companies such as Kimberly-Clark, providing assistance with positioning marketing strategies for spa and wellness markets
- Created Spa and Hospitality education programs for students at Tai Sophia Institute and Bastyr University, both leading wellness education graduate schools in the United States
- Consultant on forging pioneering alliances among conventional and integrated modalities within a hospitality model for diverse medical organizations such as the Nova Medical Group in Ashburn, Virginia and St. Helena Hospital in St. Helena, California

## **Professional Organizations**

Membership with various industry alliances specific to education include the British International Spa Association, (BISA), advancing standards of quality, service and educational opportunities for professionals in the spa and hospitality arenas in Europe and Japan. Ms. Gronvold is responsible for designing the Business and Education program at the next annual BISA spring 2010 conference in Budapest at the Danubius Grand Hotel Margitsziget and the Margitsziget Health Spa Resort.

As a founding member of the Green Spa Network, Ms. Gronvold has been active in developing educational events and conference programs for organizations such as the International Spa Association on green business guidelines for spa, hotel and resort professionals.

## **Industry Presentations and Media Placement**

Ms. Gronvold has been frequently interviewed by print and broadcast media and serves as a guest speaker on hospitality, spa, wellness and medical tourism trends. Her speaking and media credits include:

- Regular guest speaker for conferences such as the International Spa Association and Reed Medical Spa Conferences in New York and Los Angeles
- Featured guest speaker for diverse professional organizations and industry conferences such as the American Institute of Architects, American Pediatric Surgery Managers Association, Marketing Executives Networking Group, (MENG), and Consumer Directed Healthcare Conference
- Feature segments on CNN, BBC, ABC, NBC, NPR, Travel News Network
- Contributing book author, *Whole Person Health Care*, (Praeger Publishing, 2007) addressing new paradigms of medicine based on wellness models in the spa, resort and hospitality industries
- Contributor to *Busting the Silos*, to be released in December 2009, for chapter profiling emerging business management trends in international medical and wellness tourism
- Contributor to industry publications such as *Spa Business* and *Asia Spa* on spa and hospitality trends

## **Education and Degrees**

MS, Marketing Communications, Stuart Graduate School of Business, Illinois Institute of Technology, Chicago, 2000

eBusiness Strategy Program, University of Chicago, 2000

BFA, San Diego University, 1980