

WTS International names Penny Kriel as Corporate Operations Director for Spa

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Washington, DC—WTS International (WTS), the global spa, fitness, and lifestyle consultancy and management firm, has announced the appointment of Penny Kriel as Corporate Operations Director for Spa.

Kriel is a fifteen-year veteran of the spa industry, having worked most recently as Spa Director for the Salamander Resort & Spa in Middleburg, Virginia, a luxury historic destination that features integrative, regional treatments that focus on holistic, results-driven therapies.

In her new position, Kriel will be responsible for overseeing a set portfolio of accounts within the northeast region of the United States. She will work directly with WTS International's clients and on-site directors to ensure successful operations, marketing, and financial performance.

Gary Henkin, President of WTS International, said, "The power of WTS to successfully advise clients is directly related to the caliber of the WTS team.

"With her global perspective, high level management experience, and outstanding track record, Penny Kriel is a huge asset for both our company and our clients."

Originally from South Africa, Kriel gained a CIDESCO diploma in advanced skincare and cosmetology, aromatherapy, reflexology and massage therapy from the Tina Scholtz Health and Skincare Academy in Potchefstroom.

She began her career as a therapist on board Crystal and Princess Cruises, which led her to be appointed lead therapist and later business development manager for The Image Institute in Rosebank, South Africa.

Kriel's career led her to Mandarin Oriental, where she ran spa operations in Hyde Park, London, and was Spa Director in Washington DC for seven years, before joining the Salamander Resort & Spa. During her time with Salamander, Kriel assisted in creating the company's spa standard operating procedures, spa service standards and signature treatments.



PENNY KRIEL

“I’m delighted to join WTS,” said Kriel. “As one of the most-respected spa, fitness and lifestyle consultants in the world, WTS works on some of the biggest, most innovative, and most exciting spa projects out there and I’m thrilled to be on the team.”

For more information, or to request high resolution images for this piece, please contact Mary Pilch Simpkins at msimpkins@wtsinternational.com.

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ABOUT WTS INTERNATIONAL:

WTS International is the world’s leading fitness, leisure and spa consulting and management firms. For over 40 years, WTS has provided feasibility studies, design, pre-opening and daily management services for spas and leisure facilities worldwide.

The company’s portfolio of clients includes numerous hotels and resorts, residential developments, private clubs and real estate developments. Its approach is unique in the industry – from the development of innovative spa concepts, branding and design to effective facility operations.

WTS maximizes revenue and net operating income for clients, while creating a memorable experience for guests, members and/or residents.