

Amena Lee Schlaikjer

innovations in health/wellness/lifestyle

amena@the-wellness-works.com
+86 1381 874 3967 s: amenalee

PURPOSE: TO ACTIVATE INNOVATIVE WELLNESS IDEAS FOR BRANDS.

The Wellness Works

www.the-wellness-works.com/portfolio

A co-creative factory of practitioners inspiring brands and their teams towards lifestyles of health and sustainability..

May 2010-current

Founder & Wellness Innovator

40+ projects and events inspiring health & wellness in companies through team engagement, brand innovation and experiential events around behaviour change.

LOHAS Asia

www.lohas-asia.org

A research hub of strategists working with and growing the LOHAS business community to build advocacy and change amongst a growing segment.

Sept 2010-current

Shanghai Manager

Building the global “Hub” of LOHAS companies to over 700 companies online and supporting the community with research, advocacy and speaking engagements.

?WhatIf! Innovation

www.whatifinnovation.com

The world’s largest independent innovation company helping

Forunte 500s with brand and product innovation strategy.

Oct 2005-Mar 2010

Start-Up Manager

Hired as the second person of China’s First innovation company to set up office space, hire people (25), set up operations, management team, create marketing platforms and coordinate client projects .

M.A.C Cosmetics

www.maccosmetics.com

One of Estee Lauder’s top cosmetic brands.

Jan 2005-Sept 2005

Operations Manager—East China

Launched first China counter for M.A.C; handled all preparation, set-up, training coordination, execution and management of a 50 sq. meter counter and 20 staff before scaling to 2 other locations.

CiCiGirl Cosmetics

www.cicigirl.com (closed)

A Shanghai start-up with New York investors trying to launch to a developing young consumer. (Company folded 3 years after launch. I worked with them during their first year of inception and left realizing their funding situation).

Mar 2004-Mar 2005

Brand Manager

Personally responsible for settling up 10 counters and training staff; conducted focus groups of 100 consumers to spark a re-branding initiative and held training courses for 20 artists.

Aspen Medical Products

www.aspenmp.com

Innovative leader in spinal orthoses.

Dec 2002- Feb 2004

Regional Sales Associate

Managed accounts for the Northeast corridor visiting clinics and hospitals, training staff on equipment use and selling to purchasing departments.

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ETHIC: WORKED FULL-TIME DURING COLLEGE TO UNDERSTAND BUSINESS.

Assisted fashion accessories division manager for international company of 5,000 employees. Met frequently with buyers (The limited, brooks brothers, lerner, express, KidsRUs) and coordinated production details with asian network while manager was away on travel.

Li & Fung, Ltd.
Asst. Merchandising Mgr
New York (Summer '02)

Worked closely with investor to set-up montauk's first jewelry/gifts/antiques shop from concept to first three months of managing successful sales and operations.

Seagrass Cove
Consultant
New York (Jul '02-Oct '02)

Presented business plan and instant messaging system to high-level managers of companies like sybase, j&J, and AIG, winning 3 accounts and becoming the top sales representative of this dot.com start-up.

All instant
Sales Associate
New York (Oct '01 Jul' 02)

Coordinated events and alumni gift initiatives with Columbia Business School Department of the Dean's External Relations Office. Responsible for databasing and Liaising with prominent guests and speakers.

Columbia Business School
External Relations Agent
New York (Sept '00-Sept' 01)

Managed retail sales operations for a high-end swimwear company of five sales associates until promoted to a corporate position in web catalog sales after three months of record growth.

Malia Mills Swimwear
Web catalog & Store Mgr
New York (Feb '00-Aug '00)

Worked seasonally and part-time at one of new york's premier spas as the morning shift hospitality associate on duty, in charge of front desk operations and gift certificate sales.

The Peninsula Spa
Hospitality Associate
New York (Oct '99-Jan '01)

First week on my first job I sold a necklace for \$65,000 and received 20 hours sales training.

Tiffany & Co.
Sales Representative
Hong Kong (dec '97)

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EDUCATION: TO BUILD A STRONG FOUNDATION IN BUSINESS & WELLNESS.

Continuing Education THNK School of Creative
Challenge Project: Vitality 2.0 Leadership | Class 6
Accelerator: "Thrive by Design" Participant, 2014-2016

Major: Asian Studies/Economics Barnard College
GPA 3.7 Cum Laude Columbia University
Thesis: "Brand Marketing in Shanghai's Developing Beauty Industry" BA 2002

Major: Merchandising/ Marketing Fashion Institute
GPA 3.5 Cum Laude of Technology
AS 2000

Wellness Coach Training *Additional*
WellCoaches Certification Pending Oct '13 *Qualifications*

PADI Certified Dive Master
Certified in Koh Lanta, Thailand Feb '12

Yoga Teacher Training
Inspaya certification RYT 320 HRS Y+ '09

Traditional Chinese Medicine Coursework
Dr. Zhang Yi Fang, Shanghai East Intl Hospital '10
Assisted Dr. Zhang on writing two published books,

US Citizen

Lived in 11 cities globally.

Fluent in English and Mandarin, Conversant in French.

People Management, Project Management, Specialties
Innovation Strategy, Consumer Insights, Start-Up, Wellness
Concepting, Workshop Facilitation, Coaching and Events.

Somatics, Cultural Insight, Healing, Archery, Travel, Poo Interests

Globe Trotter
?? Years
Wellness Programmes

The
Near
Future

Shanghai, China
Ten Years
Start-Up Machine

2013
-2004

Washington D.C., USA
Two Years
First Burn Out

2004
-2002

New York City, New York, USA
Five Years
4 Colleges & 8 Jobs

2002
-1998

Hong Kong, British Colony → SAR
Two Years
The Big “Hangover”

1997
-1995

Geneva, Switzerland
Two Years
Europe is so Civilized

1995
-1993

Beijing, China
Three Years
US-China Relations Take Off

1993
-1990

Taipei, Taiwan
8 months
Am an Adaptable Machine

1990
-1989

Guangzhou, China
Three Years
Second Evacuation

1988
-1986

Washington, D.C./Virginia
Two Years
Only Time in US as a Child

1985
-1983

Shanghai, China
Three Years
China Just Opens Up

1983
-1981

Taipei, Taiwan
First Year
Reacquainted with Culture

1981
-1980

Islammabad, Pakistan
First Evacuation
Bangkok, Thailand
Birth

1979
May 12th

**Thank you for wanting
to build a better world
together through a
responsible brand with
caring, conscious
people at its center.**

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