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FOR IMMEDIATE RELEASE

Trilogy Spa Holdings Hires Caitlin McKenna as Chief Development Officer

PHOENIX – June 6, 2022 – [Trilogy Spa Holdings](#) (“Trilogy”), the leading boutique spa management firm, has announced today the appointment of Caitlin McKenna as Chief Development Officer. Reporting to President John Grunbeck, McKenna will be responsible for development efforts in acquiring new properties and implementing key strategies to meet Trilogy’s expansion plans.

McKenna joins Trilogy with a diverse career in experience design, brand management, consulting, investment, and product development within Full Service & Luxury Hospitality, Spa, Wellness, and Experience Service industries. Most recently, McKenna served as Global Head, Human-Centric Innovation, at JLL, where she aided in transforming Work Dynamics, a multibillion-dollar business, into a product-led organization. She was responsible for leading a new global product function and strategy, promoting industry differentiation and commercial growth to the firm.

Prior to JLL, McKenna served as Global Spa & Wellness and Customer Experience & Innovation for Hilton Worldwide, supporting 17 brands within the company’s portfolio. She designed, developed, and operated the Innovation Gallery, Hilton’s lab, and showcase for the future of hospitality. During her tenure leading Spa & Wellness, she managed the brand curation, launch, and expansion of Waldorf Astoria Spa, Conrad Spa, and eforea spas. Beyond Hilton’s proprietary brands, she designed space, services, standards, partnerships, and business intelligence to maximize operational performance and returns for owners and operators globally.

McKenna holds a Bachelor of Science in Hotel Administration from Cornell University. She has been a guest lecturer and curriculum designer at Georgetown University, Cornell University, and the University of Houston. She is an Industry Scholar and former Advisory Board Member of Cornell Institute for Healthy Futures, a member of CHIEF, and an advisor to various start-ups in the service, technology, and consumer industries.

“We are thrilled for Caitlin to join our team as Chief Development Officer. Caitlin brings an impressive amount of experience to the Trilogy team, with a deep foundation in hospitality real estate consulting, feasibility, and investment. In addition to consulting on some of the industry’s most iconic properties, she has advised public, private, and government institutions on complex investment decisions across hotel brands, sectors, and markets globally,” said John Grunbeck, President, Trilogy Spa Holdings. “Trilogy has already experienced so much growth over the last few years and are looking forward to Caitlin continuing to enhance our product offerings. There’s no better person for the job, and we couldn’t be more excited to welcome her aboard.”

“With the Wellness economy experiencing significant growth and attention, the Spa Industry is poised for an active and healthy era. Investors, owners, and managers need best-in-class partners to ensure

growth and profitable operations with premier experiences. I am thrilled to join Trilogy and bring more of its expertise to this community and play a critical role in its expansion.," said McKenna.

Trilogy Spa Holdings offers management, consulting, leasing, asset management, auditing, and pre-opening services that drive profits forward for spas and hotel spas. Properties in the portfolio include but are not limited to: The Green Valley Ranch Spa and The Red Rock Spa, by Well & Being in Las Vegas; SpaWell at El Conquistador Tucson, A Hilton Resort in Arizona; Sisley Spa at The Ritz Carlton in Marina del Rey, California; and the Waldorf Astoria hotels in Chicago and New York City.

About Trilogy Spa Holdings

Founded in 2011 by David Stoup, Co-Founder of La Prairie Cosmetics and former CEO of Red Door Spas, Trilogy Spa Holdings is one of the world's few spa management companies made up of professionals from the hospitality and spa industries. Trilogy's portfolio of hotel brands includes Four Seasons, Fairmont, Ritz-Carlton, Waldorf Astoria, and Westin in markets as diverse as New York City, California, Arizona, Texas, and Puerto Rico. Lessening the burden on hotel ownership and management, Trilogy oversees spa departments, including marketing, human resources, operations, and retail. Pre-pandemic Trilogy revenues were up by an average of 20% year-over-year at the spas they manage, and post-pandemic, *all* of Trilogy's spas are profitable. The Arizona-based company focuses not only on a spa's bottom line but also on how to fortify the "soul" of each of its clients in this unique, personalized, and service-forward business. For more information, visit www.trilogyspaholdings.com.