

## PROFILE



### **Anna Bjurstam**

Vice President, Six Senses Spas

Anna Bjurstam joined Six Senses Hotels Resorts Spas in 2013 as vice president of Six Senses Spas. In this role, Anna is in charge with taking the global spa brand to the next level, by re-energizing Six Senses wellness initiatives and address changing techniques. She establishes the brand's differentiating factors, ensuring that each spa develops its own personality whilst maintaining the touch points and integrity of the master brand.

Dedicated to wellness throughout her 25-year career, Anna has a master's degree in business.

Prior to joining Six Senses Anna founded and successfully led Raison d'Etre Spas to become one of the world's leading spa brands. In her role as CEO, she became the guiding light for an ever-growing company of globally-placed professionals in world renowned spas and developed spa brands for Aman Resorts, Taj Hotels Resorts and Palaces, Four Seasons Hotel Doha as well as Capella Hotels and Resorts, Atlantis The Palm, Dubai. She has also conceptualized, designed and operated several Ritz-Carlton, One & Only and Kerzner spas.

Anna is a founding board member of the Global Spa Summit, an invitation-only event held yearly together with the Aspen Institute.

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