



## PROFILE



**Elena Black**  
Vice President, Marketing Communications

Elena joined the company in 2010 with a specific focus on wellness sales and marketing. Prior to joining the company, she worked in communications and marketing for some of the most renowned destination spas including Ananda In the Himalayas in India, SHA Wellness Clinic in Spain, Lefay Resort & Spa in Italy as well as wellness retreats, skincare brands and luxury boutique hotels and resorts.

In her global role, Elena supported the creation and the launch of major brand wellness initiatives including Yogic Series, Six Senses Integrated Wellness and its supporting pillars, Sleep, Eat and Grow With Six Senses.

In addition to developing corporate wellness campaigns, messaging and supporting collateral, she was instrumental in the launch of the social media academy in 2015, which is now in its sixth year.

Elena continues to work closely with the Wellness Innovation team on future wellness projects and exciting programming, while developing holistic communication and marketing campaigns around the key brand values. Her goal is to build on the brand's wellness and sustainability positioning in the luxury travel industry and celebrate the commitment of Six Senses hotels, resorts, spas and residences, which take guests beyond destinations into new experiences and cultures.

Elena is excited about working with the respective teams on new resort and spas openings and showcasing that purposeful travel and emotional hospitality is not formulaic and can be successfully replicated across a diverse property portfolio.

For further press information, please contact:

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