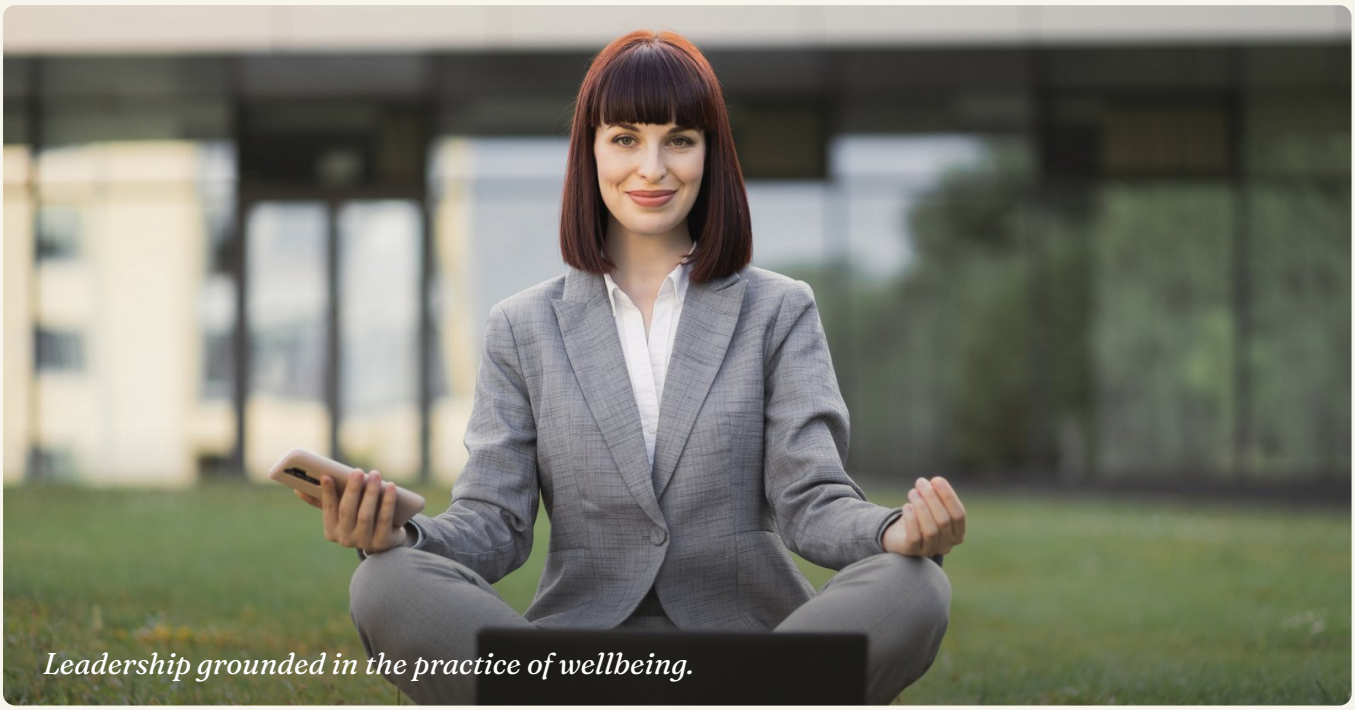
EXECUTIVE DIPLOMA

Integrated Wellness Operations & Leadership

A six-module executive programme for professionals who lead wellness, spa and hospitality operations – connecting strategy and governance with guest experience, operational systems, people leadership, finance and innovation.



Leadership grounded in the practice of wellbeing.

DURATION	FORMAT	START	INVESTMENT
6 months	Hybrid	April 2027	CHF 4,800
One module per month	Live online + pre-recorded + final residency	Applications now open	Full programme fee

WHAT YOU'LL GAIN

- **Evaluate market position** assess an operation's promise against its services and capabilities.
- **Design integrated systems** governance, guest experience and operations that work together.
- **Present a leadership portfolio** evidence-based recommendations for your own organisation.



Tajana Trtanj – Programme Director

Founder, EPI Consulting, Dubai / Creator of DNA Wellness. MSc Economics, BSc Sports Science & Kinesiology.

Designed for spa & wellness managers, hotel and resort leaders, founders, operators and department heads.

ISEH Institute reserves the right to make reasonable adjustments to programme content, schedules, delivery arrangements and residency locations to maintain programme quality or respond to unforeseen circumstances. Participants will be notified of any material changes in advance.

Six monthly modules

Live teaching, case discussion, workshops, peer feedback and applied portfolio work

01
Integrated Wellness Models & Governance
Market positioning, operating models, accountability, policy and ethical judgement.

02
Experience Design & Personalisation Systems
Guest journeys, profiling, sensory design, digital systems and responsible data use.

03
SOPs, Operations & Risk Management
Procedures, risk assessment, quality assurance and emergency planning.

04
Culture, Leadership & Team Performance
Leadership practice, recruitment, team development, culture and staff wellbeing.

05
Business Models, Finance & Marketing Logic
Revenue models, financial interpretation, positioning, marketing and business proposals.

06
Innovation, Sustainability & Future Readiness
Innovation choices, sustainability priorities, scenario planning and portfolio integration.

WHO IT'S FOR

Spa and wellness managers; hotel and resort managers with wellness responsibilities; founders and operators; department heads preparing for broader leadership roles; and professionals from hospitality or related services.

HYBRID DELIVERY

Monthly evening sessions online, supplemented by pre-recorded content, concluding with a single in-person residency in Crans-Montana, Switzerland*, which brings the cohort together for the final learning module, portfolio integration and graduation.

Prefer to start with one module?

CERTIFICATE OF ATTENDANCE PER MODULE

Every module can be taken on its own, so you can build exactly the development path you need, at your own pace. Completing a single module earns a Certificate of Attendance naming that module — the full Executive Diploma requires all six modules plus the capstone.

01	02	03	04	05	06
CHF 1,300	CHF 1,300	CHF 1,300	CHF 1,300	CHF 1,300	CHF 1,300

* Travel and accommodation for the residency are arranged and paid for separately by participants. ISEH will negotiate the best possible rates with local partners.

Cohort begins April 2027

Award: Executive Diploma in Integrated Wellness Operations & Leadership, ISEH Institute.

ENQUIRIES
admissions@iseh.ch
www.iseh.ch

Your Learning Experience & Faculty

Executive Diploma in Integrated Wellness Operations & Leadership

PROGRAMME DURATION	TOTAL TEACHING	INDEPENDENT STUDY	FINAL RESIDENCY
6 months	60 hours Live online, plus 6 hrs prerecorded	6–8 hrs Expected per month	4 days Crans-Montana, Switzerland

Six monthly modules combine live teaching, case discussions, practical assignments and an applied leadership portfolio.

FINAL RESIDENCY & GRADUATION

The programme concludes with one residency in Crans-Montana, Switzerland, bringing participants together for the final learning module, portfolio integration and graduation ceremony.

Travel and accommodation are arranged and paid for separately by participants.

INDIVIDUAL MENTORING — INCLUDED IN YOUR FEE

Consultation and feedback are included in the programme fee of CHF 4,800 through scheduled live online Q&A sessions with the relevant lecturer. These sessions complement the pre-recorded modules and provide opportunities to discuss assignments, workplace application and capstone development.

YOUR APPLIED CAPSTONE

Throughout the programme, you develop an applied leadership portfolio. Your final written capstone brings this work together into an improvement plan for an existing or proposed wellness operation.

- Market positioning & guest experience recommendations
- Operational procedures & risk priorities
- Leadership & team development actions
- Financial rationale & an implementation roadmap

The written capstone is assessed against a published rubric covering analysis, integration of programme learning, practical feasibility, financial reasoning, use of evidence and clarity of communication. Participants receive individual written feedback.

- **Assessment details pending final confirmation**

Meet your faculty




Daniella Russell Harper & Tajana Trtanj

Strategic Spa & Wellness Consultant & Mentor, DRH Consultancy

INTEGRATED WELLNESS MODELS & GOVERNANCE

With four decades leading global spa, wellness and hospitality ventures, Daniella designs and scales wellness concepts worldwide, blending hands-on operational insight with a forward-thinking approach to regenerative wellness and guest experience innovation.



Annette Pinna

Founder & CEO, International AP Srl

EXPERIENCE DESIGN & PERSONALISATION SYSTEMS

A luxury wellness experience designer with over 25 years in the industry, Annette founded International AP Srl, creating bespoke spa concepts and sustainable product innovations that connect destination heritage with multisensory guest experiences worldwide.



Kateryna Mosesova

Director of Spa & Recreation, Park Hyatt Dubai

SOP'S, OPERATIONS & RISK MANAGEMENT

A Spa and Wellness Director with over 15 years in luxury hospitality, Kateryna leads spa, recreation and lifestyle operations at Park Hyatt Dubai, driving revenue growth, elevating guest experience and building strong team cultures.



Paulina Mercader Aguilar

CEO, The Longevity Suite GCC

CULTURE, LEADERSHIP & TEAM PERFORMANCE

A senior wellness executive with 19 years across LATAM, Europe and the Middle East, Paulina has led pre-openings for Clinique La Prairie, SHA Wellness and Four Seasons, and now leads The Longevity Suite GCC.



Arkadius Paszkowski

Founder & CEO, ARK Wellness Advisory

BUSINESS MODELS, FINANCE & MARKETING LOGIC

Founder and CEO of ARK Wellness Advisory, Arkadius brings over a decade leading spa and wellness operations for Ritz-Carlton, Bvlgari and Shangri-La, specialising in financial optimisation and transforming wellness units into high-profit centres.




Tajana Trtanj & Paulina Mercader Aguilar

Founder, EPI Wellness, Medical Wellness Consultancy

INNOVATION, SUSTAINABILITY & FUTURE READINESS

Founder of EPI Wellness, Medical Wellness Consultancy, Tajana has spent over two decades building pioneering concepts across the Middle East and Europe — from DNA-based programmes in Qatar to Longevity clinics and medical centres across the UAE, Europe and West Africa.

ENQUIRIES
admissions@iseh.ch
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