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### Speaker Information

**Name: Mark Wuttke**

**Bio:** Mark Wuttke heads the Wuttke Group, LLC, a business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic.

Born and raised in the Barossa Valley, the heart of South Australia's old-growth vineyard region, Mark has long understood the importance of sustainable agriculture and that has strengthened the Wuttke Group's commitment to plant-based medicines, plant-based skin care, and the emerging category of Organic Luxury. The Wuttke Group counts among its resources top academics and wellness marketing specialists as well as noted biochemists, scientists, naturopaths, and homeopaths. Active in the international luxury spa market, Mark is a founding editorial advisory board member of Organic Spa Magazine, founding board member of the Global Spa Summit, board member of the Green Spa Network, and works closely with the International Spa Association, LOHAS, and Natural Beauty Summit [Europe & America]. Mark is a regular speaker at Cornell University's School of Hotel Administration and the University of California, Irvine. He has worked with spas ranging from Arizona to the Middle East, and the Pacific Rim, including Australasia.

Global in outlook, Mark's experience includes 14 years as President/CEO in the USA and Australia within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales. Mark has been associated with luxury spas and high end boutique retail, specializing in biodynamic/organic skin care and natural medicines. Developing business internationally, his clients are in the UK, France, Germany, Italy, New Zealand, Canada, UAE and Hong Kong in addition to the USA and Australia. He has served over 12 years on numerous boards in green industries. He is a noted speaker and writer on such topics as: profitable sustainability, how to drive sales through a spa/retail financial model, how to minimize multi-channel distribution conflict, how to create a culture of simplicity, authenticity, continuity, and integrity through brand development.

In 2002 Mark launched the biodynamic/organic skin care collection, Jurlique, in the US. Recognizing the potential for an Organic Luxury niche, Mark opened 15 retail and spa locations ranging from Beverly Hills to New York's Madison Avenue. Other locations include Santa Monica, Soho, San Francisco and La Jolla. Experienced in marketing without money and in driving sophisticated media campaigns, under Mark's direction, Jurlique's arrival in the US was chronicled by the Sunday Styles Section of The New York Times, Vogue, Conde Nast's House & Garden magazine, In Style, and The Wall Street Journal. Recognized for his contributions to the field of sustainable wellness, Mark was awarded 1993 Outstanding Young Achiever Award of Excellence by the Nutritional Foods Association of Australia (NFAA) now known as the Complementary Health Care Council. He was actively involved with the NFAA from 1990-1997 and has held various positions including Vice President of the National Executive Council, National Convener of Marketing, Vice President of South Australia's state chapter and Diffusion Coordinator for the National Strategic Planning Group. He has also been a member of the Therapeutic Goods

Advertising Committee, Chairman of the Technical and Standards Committee and Special Interest Group on Homeopathy. He is a member of The Royal Association of Justices of South Australia and a Fellow of the Australian Institute of Company Directors. Mark currently lives in Atlanta, Georgia, with his wife, Terese, their son, Jacob and daughter, Ella Pearl.

**Greening03: How Natural are your Spa Skin Care Products?:**

Date - September-21-2008

Start Time - 11:30AM

End Time - 12:30PM

Location - Rm.1E07

Mark Wuttke

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