

SU GIBSON

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Hospitality educator specializing in spa management, service quality evaluation, workforce training and luxury hospitality.

EDUCATION

UNIVERSITY OF SOUTH CAROLINA Columbia, SC USA
Doctorate in Education (Ed.D.)January 2023 – May 2026 (expected)

MOORE SCHOOL OF BUSINESS, University of South Carolina Columbia, SC USA
International Master of Business Administration (MBA).....July 2004 - June 2006
Global Track with a Specialization in Marketing

WHU - OTTO BEISHEIM GRADUATE SCHOOL Koblenz, GERMANY
Advanced Course in Strategic Business Issues in the European Union.....March 2005

UNIVERSITY OF SOUTH CAROLINA Columbia, SC USA
Bachelor of Experimental Psychology (BA), magna cum laudeAugust 1997 - May
2001

UNIVERSITY OF HULL Hull, ENGLAND
Full Academic Year Study Abroad Program.....September 1998 – June 1999

EXPERIENCE

UNIVERSITY OF SOUTH CAROLINA BEAUFORT Hilton Head Island & Bluffton, SC USA
Senior Instructor, Hospitality DepartmentAugust 2023 – current
Instructor, Hospitality DepartmentAugust 2016 – July 2023
Instructed courses as part of the Hospitality Management bachelor's program including face-to-face and
online courses for the traditional and Palmetto College programs. Courses included:

- Destination Marketing
- Food and Beverage Cost Controls (Hospitality Accounting II)
- Hospitality Management
- Hospitality Management Strategies
- Introduction to the Hospitality Industry
- Introduction to Spa Management
- Managerial Accounting for Hospitality (Hospitality Accounting I)
- Professional Development for Hospitality Management
- Revenue and Financial Management for Hospitality
- Quality Evaluation and Management for Hospitality
- Wellness Trends in Hospitality

USCB'S CENTER FOR EVENT MANAGEMENT AND HOSPITALITY TRAINING
Assistant Director.....May 2018 – August 2023

Provided quality management programs and customized support for Hilton Head Island hospitality businesses. Projects included development of service standards, training and organizing secret shoppers, analyzing shopper reports, presentations to management and training for staff members of industry partners on elevating the guest experience. More than 300 written reports and 40 presentations completed. Conducted workshops as part of the Island Ambassador and Bluffton Ambassador programs, as well as provided support for these programs as needed.

UNIVERSITY OF HOUSTON Bluffton, SC and Houston, TX USA
Adjunct Lecturer at the Conrad N. Hilton College (online from SC)June 2013 – May 2017
Lecturer at the Conrad N. Hilton College (full time on campus in Houston).....August 2010 – May 2013
Instructed courses as part of the Hotel and Restaurant Management bachelor’s program including

- Introduction to Spa Management
- Managing in a Service Environment
- Wellness Trends in Hospitality
- Spa Concept and Design
- Hospitality Technology
- Practicum (I and II)
- Management Training Work Experience Program (I and II)

Assisted students with special projects and independent study within the *Spa Management* emphasis.

OMNI HOUSTON HOTEL Houston, TX USA
Spa Director, Mokara Spa.....June 2009 – July 2010
Created and implemented overall business strategies, including client sourcing, marketing, brand building to drive revenue while ensuring guest satisfaction, operations procedures, treatment protocols, spa policies, and overall SOP’s.

ABSOLUTE ESSENTIALS Hilton Head Island, SC USA
Director.....February 2008 – June 2009
From concept to development of national wholesale distribution company for aromatherapy products. Created and implemented overall business strategies, including importation of goods, marketing, sales strategies, staff and client training, as well as plans for future development of business operations.

THE EUROPEAN SPA Hilton Head Island, SC USA
Spa Director.....October 2006 – June 2009
Created and implemented operational systems for all divisions within the company including treatments, reception, maintenance, back stock procurement, budgeting, accounting and financial management.

ADDITIONAL WORKSHOPS & CLASSES TAUGHT

Bluffton History, Culture and Ecology

Bluffton Ambassador Program, Bluffton, SC (2020 – 2023)

Island Knowledge, Island Culture, and Island Ecology

Island Ambassador Program, Hilton Head Island, SC (2019 - 2023)

Service Management for Destinations

Destination Management HRTM B410 (March 2021)

From Skeptic to Believer: 5 Reasons Why I Changed My Mind About Online Education

Annual SCTEA Convention, Myrtle Beach, SC (February 2018)

Complete Aromatherapy, 12 CE online course

BrainCert (Created early 2015, currently available)

Aromatherapy Basics, online course

Udemy (Created spring 2014, currently available)

Basic Aromatherapy, 12 hr CE class

Myotherapy Institute, Inc, NE (May 2013)

The Houston Spa Association, TX (March 2011)

Spa Boot Camp, 1.5 hr CE class created for Hospitality Finance and Technology Professionals (*HFTP*)

Texas Regional Group, Westin Galleria, TX (April 2013)

Houston meeting, St. Regis Hotel, TX (Nov. 2012)

Annual HFTP Convention, FL (2012)

Business Building for the CMT, 8 hr. workshop created for Phoenix School of Holistic Technology, TX

(Dec. 2012, June 2012, Dec. 2011)

Sports Massage, 18 hr. massage workshop created for Phoenix School of Holistic Technology, TX

(Oct. 2012, Feb. 2012, Aug. 2011)

Spa Management for Chinese Hotel Executives, 3 hr class, Global Unisource Inc. in conjunction with the

UH Hobby Center for Public Policy, Hilton College, TX (Oct. 2011)

ORGANIZATIONS, AWARDS, AND SERVICE

Member of the Advisory Board for USCB's Center for Strategic Planning (2021 – current)

Contact and program advisor for the USCB Online and UofSC Palmetto College degree-completion programs in hospitality management (2020 – current)

Editor of the USCB Hospitality Management department newsletter and HRTM department website editor (2019 – 2023)

Faculty Advisor of the Hospitality Student Association (2018 – 2020)

Member of the Mary Tabacchi Scholarship Selection Committee (2013 – 2020)

Recipient of the 2013 Faculty Service Award, Conrad N. Hilton College (2013)

Organizer of the Houston Spa Association (2010 – 2013)

Library Director of the Massad Family Library and Research Center (2010 – 2013)

Faculty Advisor of the Houston Spa Association ~ Student Chapter (2011 – 2013)

Member of the San Jacinto College Massage Therapy Program Advisory Committee (2011 – 2013)

Task Force Member for International Spa Education Standards Group formed at the 2012 Global Spa and Wellness Summit (2012 –2013)

Moderator for Wellness Trends in Hospitality (2011), Organic Farm to Table (2012), and *Spa Careers, How to Get your Start* (2012) think tank sessions as part of Hilton College "Hall of Honor" events

Faculty Advisor of the Hilton College Global Spa Summit Student Competition Team for the 2012 Global Spa and Wellness Summit in Aspen, CO (2011 – 2012)

Panelist for *Spa Management Workforce and Education: Addressing Marketing Gaps* at the 2012 Global Spa and Wellness Summit in Aspen, CO (June 2012)

Volunteer for the Rawfully Organic Co-op in Houston (2012)

Guest Speaker for the Pasadena Rotary Club (March 2nd 2012)

Manager of the Quarter, Omni Houston Hotel (1st Qtr 2010)

PUBLICATIONS

- Martin, D., & Gibson, S. (2023). Solving the Drive-through Crisis with Service Blueprinting. In S. K. Dixit & S. Piramanaygam (Eds.), *Teaching Cases in Tourism, Hospitality and Events* (pp. 221–230). CABI. <https://doi.org/10.1079/9781800621022.0020>
- Gibson, S. and Engeldinger, B. (2023). Spas and Fitness Centers. In Brymer and Moll (18th Ed.), *Hospitality: An Introduction*. Kendall Hunt.
- Gibson, S. and Martin, D. (2022). Marketing wellness in paradise – What’s hard about that? In *The Routledge International Case Studies in Tourism Series: Tourism Marketing*. Routledge.
- Gibson, S. (2021). Technology for spas, salons, and wellness centers. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Hospitality & tourism information technology* (pp. 1–20). USF M3 Publishing. <https://www.doi.org/10.5038/9781732127593>
- Gibson, S., Calvert, C., Olivetti, K., Hazlett, K., & Denny, S. (2021, February 26). Festival research in a pandemic: A pilot study [Poster presentation]. SECSA-CHRIE, Virtual Conference, United States. https://d61ece16-8a87-4918-bf79-b5251642ed8d.filesusr.com/ugd/20abba_d3eab04f4caa467cb4d44afd90738dc6.pdf
- Hazlett, K., Gibson, S., Calvert, C., & Olivetti, K. (2021, July 26). Behavioral attributes of festivalgoers during a pandemic [Poster presentation]. ICHRIE, Virtual Conference, United States. <https://ichrie2021.ipostersessions.com/Default.aspx?s=1F-13-AE-ED-EC-20-C5-31-A6-E2-E8-94-FB-C4-08-55>
- Gibson, S., Calvert, C. Olivetti, K. & Abraham, A. (2020, February). Measuring excellence: Development of an evaluation tool for perceived quality in the restaurant experience. In L. Thomas, Jr. (Ed.) 5th Annual ICHRIE-SECSA Federation Conference. *Innovations in SECSA Hospitality and Tourism Research*, Vol. 5, No. 1, 128-131 https://www.chrie.org/files/ConferenceProceedings_2020.pdf
- Engeldinger, B. and Gibson, S. (2019). Spas and Fitness Centers. In Brymer and Moll (17th Ed.), *Hospitality: An Introduction*. Kendall Hunt.
- Gibson, S. (2014, August 22). Using data in decision making. *A Blog from the International Spa Association*. International Spa Association. http://internationalspaassociation.blogspot.com/2014/08/using-data-in-decision-making_22.html
- Gibson, S. (2014, January). Spa Economics for 2014: KPIs for your spa. *Les Nouvelles Esthetiques & Spa*.
- Gibson, S. (2014). Staffing in a seasonal environment. In M. S. and L. Puczko (Ed.), *Health Tourism and Hospitality: Wellness, Spas and Medical Travel* (2nd Ed.). Routledge.
- Gibson, S. (2013, September). A Happy Culture: A Happy and Fit Work Environment. *Les Nouvelles Esthetiques & Spa*, 105–107.
- Gibson, S. (2012, October). Spa students secret-shop their way to knowledge and relaxation. *Massage Magazine Online*. Retrieved from <http://www.massagemag.com/News/massage-news.php?id=13263>
- Gibson, S. (2012). The Americas: The United States. *Global Spa & Wellness Industry Briefing Papers 2012*. (p. 77). <https://globalwellnesssummit.com/wp-content/uploads/Industry-Briefing-Papers/PDFs/2012-Industry-Briefing-Papers.pdf>
- Gibson, S. (2010, March). Purifying aromatherapy for the Spring. *Health Tourism Magazine*. Retrieved from <http://www.healthtourismmagazine.com/article/purifying-aromatherapy-for-the-spring.html>
- Gibson, S. (2009). Why quality of essential oils matters. *Massage Magazine*, 153 (February), 42–44.

CERTIFICATIONS

- Certified Bluffton Ambassador, USCB's Center for Lowcountry Hospitality Education
- Certified Hospitality Educator (CHE), AH&LA Educational Institute
- Certified Island Ambassador, USCB's Center for Lowcountry Hospitality Education
- Students Connected Experiential Learning Teaching Certificate, USCB
- Beaufort Online Learning & Teaching (BOLT), USCB
- Certified Massage Therapist (CMT), Dovestar Institute of Holistic Technology
- Certified Reiki Master Therapist, Dovestar Institute of Holistic Technology
- Certified Yoga Instructor, The Yoga Institute with Lex Gillan

CONSULTING PROJECTS

BEACH HOUSE RESORT Hilton Head Is., SC
Conducted quarterly visits to F&B outlets to evaluate integrity issues and consistency in service. Provided written reports to management. (2022 - ongoing)

SEA PINES RESORT Hilton Head Is., SC
Personally conducted full resort guest experience inspection and provided detailed written report. Trained secret shoppers to evaluate several restaurants and pro shops at the resort. Evaluated reports and facilitated presentations to management. (2021 - ongoing)

PALMETTO DUNES RESORT Hilton Head Is., SC
Trained secret shoppers to evaluate the main golf grill (Big Jim's) at the resort. Evaluated reports and facilitated presentations to management. (2021 - ongoing)

SERG RESTAURANT GROUP Hilton Head and Bluffton, SC
Developed list of service standards using industry best practices and interviews with management. Trained secret shoppers to evaluate 17 restaurants over several rounds of visits. Evaluated reports and facilitated presentations to management. More than 170 written reports and 20 presentations completed. (2018 - 2020)

SONESTA RESORT Hilton Head Is., SC
Conducted quarterly visits to F&B outlets to evaluate integrity issues and consistency in service. Produced 14 written reports. (2018 - 2019)

MONTAGE PALMETTO BLUFF Bluffton, SC
Trained secret shoppers to conduct detailed evaluations based on Montage service standards. Assisted with Montage Palmetto Bluff Standards Cup Challenge and produced more than 50 written reports based on secret shopper visits. Personally conducted two multi-day visits and evaluated the full resort guest experience with detailed written reports and a presentation to management. *Note: the resort earned their fifth star from the Forbes Travel Guide the following year! (2019)

HEAVENLY SPA, WESTIN HH RESORT Hilton Head Is., SC
Refined service standards list for secret shopping based on company policies and industry standards. Personally conducted multiple evaluations and trained another secret shopper to do evaluations. Produced three written reports and two presentations to management. Also presented to spa staff on elevating the guest experience during a monthly staff meeting. (2019)

HEALTHY HABIT RESTAURANTS Hilton Head Is., SC
Developed list of service standards based on industry best practices and adapted for the Healthy Habit quick-service model. Conducted multiple visits to two locations and trained secret shoppers to evaluate the guest experience. Produced 11 written reports and facilitated one presentation to ownership. (2019)

SERENE DESTINATION SPA Woodlands, TX
Created full business plan and assisted with preparation for presentation to potential investors for a new spa concept. (2015)

INTERNATIONAL SPA INSTITUTE Bluffton, SC
Launched new site for online continuing education courses using Moodle LMS. Also created 1st online course for the school in Hot Stone Massage safety. (2013)

AMAZING LASH STUDIO Houston, TX
Evaluated product lines and private label labs to identify possible vendors for the new franchise company. Created overall retail strategy for pre- and post-opening and presented to owners. (2012 - 2013)

MASSAGE HEIGHTS HOUSTON Houston, TX
Developed secret shopper program to track consistency and quality of service throughout the Houston region for 16 locations. Analyzed results and presented recommendations. (2011 - 2013)

PHOENIX SCHOOL OF HOLISTIC HEALTH Houston, TX
Provided recommendations to improve spa and special program revenues. Facilitated internships for social media development and branding. (2011 – 2012)

MASSAGE HEIGHTS (corporate office) San Antonio, TX
Created aromatherapy essence prototypes for new product line and provided training for research of customer scent preferences. Analyzed results for management. (2010) Assisted with survey research in topical analgesic prototype testing and provided recommendations for adoption. (2011)

OMNI BEDFORD SPRINGS RESORT Bedford, PA
Ensured smooth operations of large spa during busy spring season as part of rotating guest spa director effort from within the company during director vacancy. Put inventory management systems in place, managed staff and staffing levels hiring where appropriate. (2010)