

## MASTERCLASS FOR HOTELIERS

“Healing Hospitality - Conscious Travel in the Light of Climate Change & Corona”

September 23 & 24, 2021

### SPEAKER BIOGRAPHIES:

#### MARINA EFRAIMOGLU – Founder & CEO Euphoria Retreat, Greece



Euphoria Retreat is the vision of founder Marina Eframoglou, who after following a personal path of inner development, sought to create a special healing retreat. Having a successful career in the financial sector, Marina Eframoglou was awarded with the Kouros Award for Growth and Innovation, in recognition of her role as the only woman major shareholder, acting as President and co-Managing director of a bank. For the last 14 years, Marina Eframoglou has shifted her attention from the financial world into the worlds of wellbeing, holistic medicine and self-actualization. She is committed to leading a holistic and spiritual life, has studied in depth with very well-known pioneers in the field including Deepak Chopra, and travelled all over the world sourcing knowledge and experience in its most authentic form. Marina has created her own line of workshops which she has led for the past five years and recently brought into the corporate world. Today, Marina Eframoglou has chosen to bridge her entrepreneurial background with her holistic and socially responsible approach to life, supporting and nurturing entrepreneurial initiatives from small and young entrepreneurs.

#### MAHESH NATARAJAN – Chief Operating Officer (COO) Ananda in the Himalayas, India



Since 2008, Natarajan has been leading brand, marketing, sales and business development of IHHR Hospitality, the company behind Ananda in the Himalayas. In this period, Ananda has established itself as a leader in the luxury wellness industry being ranked consistently as the world's leading destination spa with an expertise in healing through traditional and integrated wellness practices. As COO, Natarajan drives Ananda's brand, business vision and goals, as well as leads wellness strategy, product development, research and innovation. He also leads the international expansion of Ananda's footprint and extends the company's deep expertise in wellbeing into new brands and strategic developments. With over 25 years of experience in brand and marketing, sales and business development, Natarajan has worked in strategy consulting (Accenture), fast-moving consumer goods (Procter & Gamble and Perfetti) and hospitality (Oberoi Hotels & Resorts and Ista Hotels). He also founded and managed a tech-marketing start-up for creating CRM solutions for B2C industries.