

Lenny LaCour

Lenny LaCour has been a fixture in the hospitality and product manufacturing industries specializing in brand development. In addition to overall business acumen, Lenny brings with him a strong expertise in business planning, equipment, unique product placement, service knowledge, and the ability to interpret trends.

One of Lenny's previous achievements includes his time as National Director of Spa Development for the Tennis Corporation of America (TCA). During his time with TCA, Lenny developed and operated a prototype TCA wellness model that could be duplicated throughout the corporation's 42 unique locations. The result was one of the first centers combining health, fitness, and beauty under one roof. He designed the physical spa and operations from scratch, including space, functionality, operations, management, and marketing. His results at TCA were featured as one of the top four U.S. club spas in *American Spa* magazine. Other industry relationships have included clients such as Four Seasons, Nautica, Clairol, Bristol Meyers, and Ulta Cosmetics.

Lenny has been a consultant/stylist and special-events coordinator for New York Fashion Week and The Miss America Pageant and appeared multiple times on The Oprah Winfrey Show. He has also acted as Director of backstage Green Room production, including wardrobe, hair, and make-up for five political conventions and several media events for Presidential Inaugurations.

Lenny has been a commentator on CBS, NBC, WGN, and FOX. He has also been a columnist for many professional industry and consumer publications, including *American Spa* and *Pulse*. *The New York Times*, *Family Circle*, *Ladies Home Journal*, *Good Housekeeping*, *Seventeen*, and *Health* magazines are among the publications that have contacted him for quotes on economic predictions and trend ideas.