



# Ronit Enos

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## ► IDEATING GROWTH STRATEGIES FOR BUSINESSES + INDIVIDUALS ◀

EMANCIPATING ENTREPRENEURS + BUSINESS OWNERS FROM DEMANDS OF CONSTANT OVERSIGHT TO ACHIEVE THEIR DESIRED FREEDOM MODEL | TALENT-SPOTTING CAREERISTS' UNIQUE GIFTS + ACTUALIZING THEIR DREAMS VIA THEIR NATIVE ABILITIES + PASSIONS

Branding: Conception to Digital + Physical Presence ▪ Client Acquisition + Retention ▪ Sales + Client Relationship Training + Development ▪ Financial Operation Analysis ▪ Public Speaking + Presentations ▪ Strategic Planning + Implementation ▪ Team Building

### GUIDING PEOPLE THROUGH TRANSFORMATION TO ACHIEVE THEIR DREAMS

**People Desiring Transformation + Growth partner with Ronit Enos to achieve their goals.** Companies hire her for diverse organizational growth + change initiatives; she excels at coalescing sales teams with senior management to ignite revenue and enhance workplace culture. Entrepreneurs and individuals retain Ronit to unearth unique value drivers and actualize their brand into a lifestyle of greater joy underpinned by flexibility and financial independence.

#### ENSURING FIRST IMPRESSIONS SUPPORT THE BRAND

**“How do you show up?”**

**What message do you project to target clients, and why?”**

Ronit asks her clients these questions, and if they respond ambiguously or do not like what they hear themselves saying, she intervenes. By guiding them through a vision, mission and values discovery process, their focus crystallizes, marrying critical core values with customer needs.

**Consulting with Ronit unlocks further exceptional value, as she empowers clients through strategic planning** and implementation to compel action items; e.g., business logos, physical office space, virtual presence (Facebook, website, etc.) as well as personal image revamp—to create a cohesive brand.

She propels sales teams to the next level, emphasizing the criticality of understanding an audience’s needs in order to spark the emotional / human connection that rouses a buying decision.

In sum, Ronit ensures that the brand, and the people behind the brand, “show up” to deliver the experience the customer expects.

#### UNDERPINNING EMERGING LEADERSHIP: INVENTIVENESS + HARD WORK

Early on, Ronit Enos exemplified the creativity and ambition to succeed at the American dream. Born in Tel Aviv, Israel, she seized every opportunity to prosper, leveraging leadership acumen **she first honed at the age of 19 in the IDF—the Israeli Defense Forces**—as a special forces training instructor.

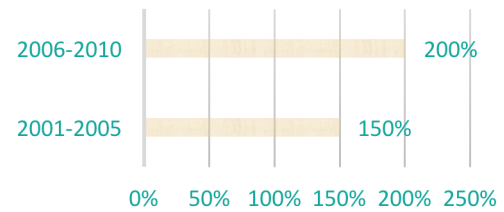
In this unusual, pressure cooker capacity, she trained men considerably older in high intensity three-day courses to refresh their skills and maintain a sharp edge in preparation for the direst of combat situations. The assignment required she ‘show up’ in the early morning hours, working as hard and efficiently to perform the same taxing tasks as her direct reports.

#### BUILDING AN AWARD-WINNING LUXURY BUSINESS

##### THAT NOT ONLY SURVIVED, BUT THRIVED AMID ECONOMIC STORMS

After arriving in the U.S., Ronit first launched an event and catering business before realizing her dream of creating a top-flight hair and nail salon in the Boston metro. **She is founder of Maxime Brands**, an umbrella which shelters Maxime Beauty Blog and the Dream Real Society (a coalition of dynamic leaders who help others actualize their dreams and pay-it-forward in their communities), in addition to the celebrated Maxime Salon.

### REVENUE GROWTH, MAXIME



Ronit operated Maxime for 15 years, with **staggering increases in revenue**, via a hybrid business model and innovative initiatives to develop employees and build and retain clients.

During the economic downturn, she steered Maxime on a stable course, continuing to **reach record profitability**. As a high-end salon, Ronit knew Maxime must distinguish itself by delivering high value while streamlining expenses. She retained all employees with full salary and benefits—no cutbacks, and increased advertising while competitors scaled back.

#### HELPING CLIENTS ACHIEVE THEIR VISION

From the unique challenges of her training role with the IDF to managing the arc of Maxime’s growth to her current business consultancy enterprise, Ronit Enos has thrived amid opposition, applying optimism and creativity. A Certified Business Coach, she leverages this phenomenal success to **support individuals and corporations to achieve their freedom-model vision**.

#### Snapshot: Blending Business Prowess with Commitment to Community

- **Awards + Recognition:** 6-time winner, *Best of Boston Salon*; 7-time recipient, *Best of the South Shore* by Boston Magazine; Lauded for *Superb Customer Service + Innovative Style* by The Boston Globe, South Shore Living + Lucky magazines.
- **Visible Business Marketer, Educator + Mentor:** Featured in [Boston Business Journal](#); Salon Today; MODERN Salon; Enterprise News.
- **Certificates: Strategic Career Self-Management + Positive Psychology**
- **Devoted Philanthropist:** Multiple Sclerosis Society; Medicine for Humanity; Friendship Home.

## FEATURED CLIENTS OVERVIEW: STRATEGIC GROWTH + BRANDING

*“INSTEAD OF THINKING OF YOUR BUSINESS AS ‘SMALL,’ THINK, ‘I AM GROWING MY BUSINESS,’ ~RONIT ENOS.*

### ■ BALANCE STUDIO COHASSET [[balancestudiocohasset.com](http://balancestudiocohasset.com)] | 2013 to 2014

*The 'only' integrated Yoga, Pilates and Barre studio on the South Shore.*

**Overarching Impact: Grew revenue 50% while battenning down the budget + scaling the business.**

- **Business Plan Development:** Architected new business model and installed essential systems to scale business and achieve expansion goals.
- **Brand Creation + Product Offering Expansion:** Creatively branded yoga studio, initiated fresh, informative and aesthetically pleasing web design + devised marketing plan to attract + acquire clientele. Broadened class offerings with strategic scheduling to maximize numbers of attendees.
- **Public Relations Outreach:** Elevated community profile through public relations outreach, positioning business as top destination for clients + employees on the South Shore. Traveled with business owner to research and increase exposure to similar businesses and explore expansion methods—including 2015 space increase—and leadership team.
- **Freedom Model Development:** Helped owner evolve from Pilates instructor and small business owner into confident, independent businesswoman of rapidly accelerating enterprise. She was able to step back from constant day-to-day to being on-sight ~20% of the time.
- **Long-Term Revenue Gains:** Revenue ultimately soared to \$600K (from \$50K) over several years as a result of initiatives.

### ■ JOICO [[JOICO.COM](http://JOICO.COM)] | 2014 to 2016

*Providing the utmost in quality beauty supply products and education.*

**Overarching Impact: Brought in to help hair color company lock down brand loyalty with client salons.**

- **Sales Training Infrastructure:** Developed training infrastructure: 90-minute presentation for sales team, pinpointing techniques to sell rather than merely recommend; and demonstrations to engage clients in effective, authentic relationship-fostering consultations. 95% positive feedback.
- **Fine-tuned Presentations Featuring Storytelling,** participant involvement and engagement to improve business numeracy and financial forecasting abilities in tandem with specific salon domain skills.

### ■ NACHSHONIT WATER PARK, ISRAEL [[NACSHONIT.CO.IL](http://NACSHONIT.CO.IL)] | 2013 to 2015

*Family-oriented leisure water park and recreation center.*

**Overarching Impact: Brought in to reduce operating deficit—successfully decreased by 30% in 1<sup>st</sup> year + 45% in 2 years.**

- **Strategic Financial Planning:** Identified weaknesses and mapped action plan to ramp-up sales while scaling back expenditures and instilling accountability for budgetary adherence.
- **Communications + Culture Enhancement:** Brokered improved relationships between executive leadership and team via improved communication, simultaneously improving company culture + creating high-energy, inspiring workplace.
- **Rebranded and Freshly Marketed:** Streamlined workflow, fostered innovative problem-solving, implemented new ticket sale protocol.
- **Enlarged Customer Base** and increased amusement park ticket sales.

### ■ STRATEGIES, INC. | 2011 to 2013

*Business coaching consultancy*

- Certified coach **accelerating businesses efficiency and profitability.** Facilitated mentoring programs and seminars on leadership, marketing and strategic thinking. Consulted with and advised clients on business strategy and customer recruitment. Improved coaching materials content and assisted in upgrading coaching skills.

## ENTREPRENEURIAL OVERVIEW

### ■ MAXIME BEAUTY | 2001 to 2016

*Umbrella which shelters Maxime Beauty Blog and the Dream Real Society (a coalition of dynamic leaders who help others actualize their dreams and pay-it-forward in their communities), in addition to the celebrated Maxime Salon.*

#### Founder, Owner, Operator

Oversaw all facets of ownership/management: HR onboarding/training/compensation + retention initiatives; inventory and retail; budgeting and forecasting; community relations and philanthropic participation; branding, marketing and advertising; and guest care. Cultivated and managed relationships with beauty academies and intern mentorship programs. Cooperated with other local small businesses for mutual support and referral programs.

**Overarching Impact: Grew business from ~\$50K to \$850K annual revenue with 15% profit margin.**

- **Launched start-up** with self and husband; grew to 20 employees at 5-year mark.
- **Achieved multiple awards** for customer service, technology implementation and overall performance.
- Specialized in up-to-date coloring technologies and increased efficiency to **scale intake from \$150.00** for 90-minute color service, to **\$150.00 for hourly service**.
- **Adapted unconventional team approach** to salon setting. Eschewed booth rentals and commissions in favor of fully engaged team approach, invested in success of business as a whole solo vs. careers. Devised compensation methodology, with bonuses and other rewards pinned to client recruitment + retention.
- **Installed leadership and empowered team** through ongoing training and education; focused not only on salon sector, but also built business literacy, i.e. understanding **profit/loss**, establishing and evaluating metrics, financial forecasting, etc. Ultimately provided multi-faceted domain and **entrepreneurial expertise for >200 employees**.
- **Cultivated company culture** emphasizing superb guest services/customer satisfaction, achieving organic sales growth via high client retention: skyrocketed **from 35% to 85% retention in 2 years**.
- **Developed signature Maxime online lifestyle quiz** to engage interest, win clients and provide sustained, consistent high quality personalized service. Devised measures to monitor feedback from quiz to gauge its effectiveness in earning new business—very high level of receptiveness.
- **Built digital diagnostic tool to pinpoint ‘best look’ approaches** for individual clients. Launched beauty/lifestyle blog as marketing tool, featuring guest contributors + personal posts; continuously maintained >10 years, and still ongoing.

## EARLY CAREER

### ■ IDF (ISRAELI DEFENSE FORCES)

#### Sergeant Special Forces Training

Conducted 3-day training programs for special forces units, upgrading, refreshing and sharpening combat skills.

## COACHING-RELATED PROFESSIONAL DEVELOPMENT

- **Certified Business Coach**, Strategies Inc., (salon and spa specialty)
- **Branding and Marketing** Courses, online
- **Strategic Career Self-Management**, Certificate Awarded by The State University of New York (SUNY)
- **Positive Psychology**, Certificate Awarded by University of North Carolina, Chapel Hill
- Participation in **Leadership Training and Coaching**, lectures and seminars