



British Beauty Council appoints Helena Grzesk as Chief Operating Officer

The British Beauty Council are delighted to announce that Helena Grzesk will be joining the organisation as Chief Operating Officer.

With over 20 years' experience in the beauty, spa and hospitality industry, Helena has a diverse range of long term success and accolades, formerly as pre-opening Director of Spa, at The Spa at The Midland in Manchester where Helena developed the 22 times multi-award winning spa as a £1.6million investment build project.

More recently, in her role as General Manager of the UKSA, Helena has been championing the industry and lobbying the government in order to get the recognition and reopening priority that the industry deserves.

Helena will work alongside CEO Millie Kendall MBE and the Executive Board to activate a robust calendar of activities that support and strengthen the council's Road Map for 2021.

"I'm absolutely thrilled and incredibly excited to be joining the British Beauty Council as COO. Having worked closely with Millie as part of the Business Energy and Industrial Strategy Department's Personal Care Taskforce over the past few months I've been inspired by the work of the organisation and the Road Map for 2021. I believe that we can inspire change and successfully steer the future trajectory, reputation and recognition of the sector, there's a positive outlook for the future of beauty." – Helena Grzesk, Chief Operating Officer, British Beauty Council

To view the 2021 Road Map & Key Initiatives click here:

<https://britishbeautycouncil.com/reportsandforms/>

Helena can be contacted at helena@britishbeautycouncil.com