

# MedSpa Business Academy

November 23, 2019 | Boston, MA

**AAFE**  
AMERICAN ACADEMY  
OF FACIAL ESTHETICS

## Presenter Biographies



**Francis Acunzo**, Founder, [Acara Partners](#) is a 25-year veteran of the spa, retail, corporate healthcare, hospitality, beauty, wellness and fitness industries. With his wife and business partner, Colleen, the couple is recognized as the founders of the medical spa movement in the United States. Francis' expertise in guiding clients' growth is anchored in his entrepreneurial background. As a business owner, board member and investor, Fran has displayed a critical business perspective and an ability to provide visionary leadership. He has extensive experience with start-up and turnaround businesses, both of which require thorough guidance and personalized attention. He is known for his firsts in many industries: in 2010 he launched the digital division of Acara Partners to become the first full-service business consulting, marketing and digital agency focused on the cosmetic medical world; in 2005, he took the first corporate owned chain of medical spas out of bankruptcy and sold it within 18 months; in 1999, Francis had the vision to create the industry's first consolidation of day spas, aggregating almost \$50M in annual revenue through the acquisition of 24 of the best spas in top U.S. markets; in 1996, he launched the country's first medical spa through a merger between his Boston spa company and Candela Laser, one of the leading Cosmetic Laser manufacturers in the U.S.; in 1991, he was the first day spa operator to put cosmetic lasers into spas; in 1985, he led the development of the first resort spa in the northeast at the Norwich Inn in Norwich, CT.



**Allyson A. Avila, Esq.** is a Partner at [Gordon & Rees](#). Ms. Avila is one of only a few attorneys in the nation that has intimate knowledge of the aesthetic industry and the nuances of medical spa formation, licensing, and compliance with state and federal laws. Ms. Avila envisions, constructs and executes legal and regulatory strategies that drive business results. A strong relationship and alliance builder, she understands the importance of agreement and collaboration to help ensure that workable strategies are designed in a way that most effectively addresses the unique needs of each client to meet her client's business objectives. Ms. Avila and her team deliver added value to clients by regularly visiting their facilities and presenting educational and risk management programs. She is a frequent lecturer at global aesthetic conferences.



**Tim Sawyer** is the President & Co-Founder of Inc. 500 Company [Crystal Clear Digital Marketing](#) – named Best Practice Marketing Company by THE Aesthetic Guide and Top Aesthetic Service Provider by Aesthetic Everything®. He is a highly regarded motivational speaker, author & practice management consultant within the modern medical/aesthetic industry. Currently Mr. Sawyer leads over 40 lectures a year, is a member of THE Aesthetic Guide's Scientific Advisory Board, and is faculty for 28+ medical associations including the American Academy of Anti-Aging Medicine (A4M), American Society of Plastic Surgeons (ASPS), American Academy of Facial Plastic & Reconstructive Surgery (AAFPRS), The Aesthetic Show, The Aesthetic Academy, the Medical Spa Show, Miami Cosmetic Surgery (MCS), and Vegas Cosmetic Surgery (VCS). His expert consulting has been implemented in hundreds of medical practices across the globe – further educating doctors & staff how to find, serve & keep more patients profitably.