

MedSpa Business Academy

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AAFE

AMERICAN ACADEMY
OF FACIAL ESTHETICS

Presenter Biographies



Francis X. 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.



Audrey Neff is the Marketing Director for Inc. 500 company, [Crystal Clear Digital Marketing](#), and is seasoned in the development and execution of fully-integrated marketing strategies. Audrey actively contributes continuing medical education throughout the aesthetic arena and is a faculty speaker for the American Academy of Anti-Aging Medicine (A4M), American Academy of Facial Plastic & Reconstructive Surgery (AAFPRS), American Association of Orthodontists (AAO), Age Management Medicine Group (AMMG), American Society of Aesthetic Plastic Surgery (ASAPS), The Aesthetic Academy, The Aesthetic Show, Vegas Cosmetic Surgery Conference (VCS), the Medical Spa Show, and the American Academy of Aesthetic Medicine (AAAM).



Cristin Mercer brings over 30 years of experience in the beauty & wellness industry as a licensed instructor of cosmetology and esthetics, spa director, spa & salon proprietor and as a business development consultant to international skin care brands and device manufacturers. Cristin excelled as the Program Director for the Catherine Hinds Institute of Esthetics, soon after which she founded Mercer Aesthetics & Spa Consulting (MASC). Through over 16 years with MASC she provided direct educational and business consulting to market-leading skin care organizations, state-of-the-art medical device manufacturers, individual salons/spas and dermatological/cosmetic medical practices. In this role Cristin has also written extensive medical esthetic curricula for schools of esthetics, continuing education programs as well as advanced protocols for patient-centered medical practices. Currently as Senior Business Development Manager, Cristin has partnered with Environ and [DermaConcepts](#) for 15 years to provide educational and business support to the national growth of the Environ® brand as well as to provide sales and education directly to the New England medical esthetic community.



Dr. Le was born in Hawaii and grew up in Jacksonville, FL. She earned my DMD degree from Nova Southeastern University School of Dentistry.

Dr. Le's passion is helping patients attain healthier choices & achieve lifestyle changes. Her priority is providing most advanced care in a comfortable & pleasant atmosphere. She emphasizes on practicing preventive & conservative dentistry.

She volunteers at Sulzbacher Center providing healthcare services to the homeless. Her love of esthetics and making patients look great and feel great led her to AAFE Live Patient training. She now serves as a faculty instructor with the American Academy of Facial Esthetics.