



PROFILE

“Outside the box” is a good description of my approach to life. Not due to an unwillingness to conform, rather, because I am undaunted by conventional ideas of what one must be or do to overcome challenges.

I am an internationally acclaimed therapist having massaged royalty, dignitaries, and hall of fame legends. I am a published author, the lead singer in a rock band, and the creator of a therapy that has been lauded by the founder of the Aspen Back Institute as “the future of massage.”

I have starred in Broadway tours, played on the professional volleyball circuit, was a finalist for one of the country’s most prestigious interior design awards, and delivered my 4th child in my bedroom when we could not make it to the hospital in time.

I have captained college basketball and tennis teams, written/directed musicals and plays for colleges and places of worship, and have successfully managed the country’s first gold rated eco-spa for the last ten years.

CONTACT

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BRAD DRUMMER

INNOVATOR/MANAGING DIRECTOR

EDUCATION

- PENN STATE/YORK - 2 years Pre-med
- ITHACA COLLEGE - Bachelor of Performing Arts (Dean’s List/Cum Laude)
- FINGER LAKES SCHOOL OF MASSAGE - Degree in Massage Therapy

WORK EXPERIENCE

Nusta Spa, Managing Partner

JAN 2010 - PRESENT

- Hired by the owner to restructure a spa that was losing nearly \$1 million/year. Assembled a team of talented, hard working professionals, and in just 2 years we brought the spa to its first profitable quarter, with an increase in revenue generation of over 200%.
- Was made a partner in the ownership of the spa.
- Redesigned the website & service menu and revamped the product line to mirror more closely the spa’s eco-friendly principles while maintaining the highest level of results
- Redesigned the spa interiors to maximize the space while reinforcing the eco-friendly element (nominated for interior design award).
- Oversaw Budgeting, Purchasing, and Vendor Relations
- In charge of all hiring, HR matters, and Payroll.
- Developed several therapeutic massages that gained national attention
- Oversaw the writing of protocols and training for all massage and body treatments
- Oversaw Marketing & Customer Relations – which included developing partnerships with local businesses and hospitals, contributing as guest expert for health magazines, and working with the NFL as a consultant to their health care program.
- Under my management, Nusta won the “Best Spa in DC” award (twice)
- For more information about the story of Nusta please visit: <https://www.nustaspa.com>

BRAD DRUMMER

INNOVATOR/MANAGING DIRECTOR

WORK EXPERIENCE (continued)

Panacean Arts, LLC, Founder & President
Jan 2005 – Jan 2010

- Created consulting company to teach the massage technique I created called *Interpretive Touch Massage Therapy*.
- Instituted this technique at such famous spas as *Exhale Spa* (called Deep Flow on their menu), *Auberge Resorts*, and *Nusta Spa*.
- My work with these spas has been featured in magazines such as *Healing Lifestyles & Spas*, *Town & Country*, *Spa Finder*, and *Discover Spas* (please see the Press Book that Nusta created for me during this period)

Nusta Spa, LeadTherapist
Sept 2004 - Jan 2010

- While in negotiations with The Sports Club LA to teach my massage at all their spas, Nusta Spa's owner heard of my technique and asked to meet. When the Sports Club put a hold on all new projects because of new management, I agreed to teach my massage to Nusta's staff and offer my services as a high-profile guest therapist (continued acting during this time)

Sports Club LA Spa at the Ritz Carlton, LeadTherapist
Sept 2003 – August 2004

- My revolutionary massage technique was first discovered here from guest feedback to management and I was asked to meet the National Director of Spa Operations for all Sports Club LA spas. After sampling my work, she began negotiations to implement my massage as the signature service for all their spas across the country. This deal fell through when the club was bought out by the Millenium Group



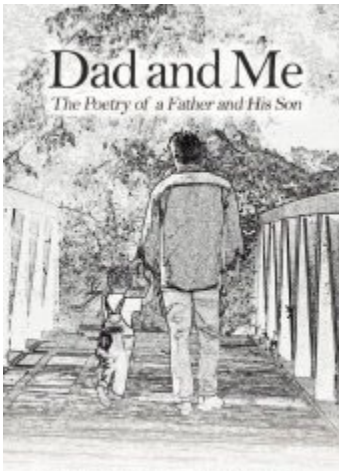
BRAD DRUMMER

INNOVATOR/MANAGING DIRECTOR

WORK EXPERIENCE (continued)

Published the book, *Dad and Me*
April 2002

Broadway & World Tour Actor
Nov 1991 – Aug 2006



Brad Drummer & Jim Drummer



- As a result of my body work training as an actor, I fell in love with massage. Because I was Pre-Med for two years, I had a strong foundation in anatomy and physiology. It was during my travels as a Broadway performer that I gained invaluable insight into how to relieve muscle tension by massaging hundreds of fellow cast members/dancers.
- *Showboat* (“Gaylord Ravenal”) Starred in Cape Town Opera’s first multi-national collaboration with performances at opera houses in South Africa, Germany, and Norway
- *Fiddler on the Roof* (“Fyedka”) with legendary Academy Award nominee, Theodore Bikel
- *Chess* (“Freddie, the American”) starred with Broadway legend and recording star Phillip Hernandez
- *Damn Yankees* (“Smokey”) with legendary, Tony Randall, and Tony Award winner, Jarrod Emick.
- *The Rocky Horror Picture Show* (“Rocky Horror”) European Tour
- *Puttin’ on the Ritz* (“Tenor”) Won 11 Theater Awards
- *Phantom of the Opera* (“Raoul”) World Tour
- *Aspects of Love* (swing) with Grammy Award winner, Sarah Brightman.
- *Grand Hotel* (“Franz Kohl”) Broadway’s first show to go to Japan. Directed by Tommy Tune, and starring Tony Award winner, Lilanne Monteverchi.