

HEALTHCARE

Canyon Ranch, seeking growth in wellness, hires new CEO from Ralph Lauren

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Healthy mind in a healthy body. Image credit: Canyon Ranch

By STAFF REPORTS

Canyon Ranch has poached Jeff Custer from Ralph Lauren Corp. to become the U.S. wellness lifestyle brand's CEO.

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Mr. Custer was previously group president of North America for Ralph Lauren, having served prior stints with the Peace Corps in West Africa and Doctors Without Borders in Romania. His arrival is timed to grow the Canyon Brand's footprint and customer base in a \$4.2 trillion wellness industry worldwide.

"After conducting an extensive search process, I am thrilled with the selection of Jeff Kuster as our CEO," said John Goff, owner and chairman of Fort Worth, TX-based Canyon Ranch, in a statement.

"Jeff has a unique history managing large organizations along with brand expertise, and his thoughtful style is clearly influenced by his early experience working with humanitarian organizations," he said.



Jeff Custer is CEO of Canyon Ranch

Ranch hand

Mr. Custer has worked at HSN's Cornerstone Brands, Fruit of the Loom, Vanity Fair Brands and McKinsey & Co. over his career spanning more than 30 years. His start date is Feb. 18.

The appointment of a new leader comes at a pivotal time for Canyon Ranch as other brands in hospitality and other sectors muscle-in on its spa and wellness territory.

In business since 1979 touting its holistic living and integrative approach, Canyon Ranch now has to expand its offerings and services as wellness becomes a growth category worldwide for brands looking to enhance customer experiences.

Last November Canyon Ranch launched its first retreat concept with Canyon Ranch Wellness Retreat Woodside, which opened doors in the hills above California's Silicon Valley.

The flagship Canyon Ranch resort in Tucson, AR, got a \$30 million capital injection to improve, upgrade and add guestrooms across the property.

Per the company, Canyon Ranch Living in Lenox, MA, is close to selling out after the launch of 19 luxury condominiums.

CANYON RANCH is also rethinking its culinary program, starting with its Las Vegas dining concept, Truth & Tonic in the Venetian Resort. It is now the first completely vegan restaurant on Las Vegas' Strip.

The company operates the largest day spa in North America at the Venetian Resort in Las Vegas and Canyon Ranch At Sea aboard luxury cruise ships from Cunard Cruise Line and Celebrity Cruises.

Canyon Ranch has also partnered with Singapore Airlines to offer various wellness and culinary services on the carrier's ultra-long range flights with starting and endpoint destinations in North America.

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