

# **Geri Costanza**

**24 Bessom Street, Village Plaza -- Building IV, Suite 3 • Marblehead, MA 01945**

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## **PROFESSIONAL TRAINING**

Polarity Realization Institute – Polarity Program	Ipswich, MA 1994
Shiatsu Center (presently Boston Shiatsu School), On-site Chair Massage Workshop taught by David Palmer, originator of chair massage technique	Cambridge, MA 1990
Shiatsu Center (presently Boston Shiatsu School), studied Sotai techniques under Kiku Zutrau Miyazaki, Director	Cambridge, MA 1988
First Choice Health Center, Neuro-muscular Techniques Workshop	Beverly, MA 1986
Myotone Institute of Muscle Therapy (presently Healing Touch Institute)	Wakefield, MA 1983

## **EDUCATION**

Massachusetts College of Art, Master of Science in Education	Boston, MA 1976
Massachusetts College of Art, Bachelor of Fine Arts in Design	Boston, MA 1974

## **PROFESSIONAL EXPERIENCE**

### **Geri Costanza MassageWorks, Inc.**

**www.GeriCostanzaMassage.com**

#### **Founder and Owner**

**Marblehead, MA 2003 – present**

Founder and owner of well-established local business promoting muscle health and wellness through:

- Geri Costanza Massage: an original, therapeutic massage technique I developed to realign muscles for a) strengthening and preserving the integrity of the skeletal structure they support and direct, and b) reestablishing fluid movement
- traditional table massage
- rehabilitative, and pre- and post-operative massage
- sports massage
- pregnancy massage
- relaxation massage
- on-site chair massage (office, home, and special events)

### **The Ivy Tree Massage**

#### **Founder and Owner**

**Marblehead, MA 1984 – 2001, co-owner 2001-2003**

Establishing and continually expanding the Ivy Tree for close to 20 years required:

- hiring, managing, and training a staff of over fifteen professionally licensed massage therapists, and supervising an additional five to ten office personnel
- successfully building a client base of over 11,000
- navigating the business, in an emerging industry, through close to 20 years of constant growth based on a) uncompromising focus on client service; b) the provision of a superior product; c) effective marketing
- developing an original massage technique consistently voted the #1 best massage on the North Shore
- building a self-made business (started with \$37)

Selected clients have included:

- Two Fortune 50 companies and several large local firms
- Olympic athletes and professional sports players (Red Sox, Boston Bruins, and visiting team players)
- A wide range of professionals including: i) technology and computer professionals working at computer terminals for many hours at a time; ii) those whose professions require strenuous physical activity and manual labor; iii) professional dancers & musicians; and iv) senior executives at the largest firms

Provided extensive professional training and education for hundreds of massage therapists, including both experienced professionals and graduating therapists fulfilling their academic degree / licensing requirements.

## **PROFESSIONAL APPOINTMENTS**

### **Polarity Realization Institute**

**Ipswich, MA 2000-2002**

Member of the Board of Advisors of this established, four-school health and wellness institute

### **Marblehead Board of Health**

**Marblehead, MA 1997**

Chairman of Rules and Regulations Committee to update Standards of Massage in the town of Marblehead