

Ahmos Netanel

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R E S U M E

The Foundation

University of Southern California, Los Angeles, CA
Bachelor's of Business Administration, 1986

Massage School of Santa Monica, Santa Monica, CA
Massage Therapist, 1980

The Path

CAMTC

California Massage
Therapy Council
Sacramento, CA

CEO 2010-Present

Collaborate with CAMTC Board of Directors to develop and execute short and long term strategic priorities to *Protect the Public and Elevate the Profession*.

Manage revenues of more than \$8.5 million a year.

Lead 40 staff members who provide oversight to 50,000+ massage professionals.

Hire and supervise CAMTC's team of Staff Attorneys and oversee outside law firms working on CAMTC legal issues.

Maintain working knowledge of factors impacting the credentialing of massage therapists and massage schools in California.

Serve as CAMTC's media spokesperson, provide interviews on massage related issues with multiple national news outlets such as CBS, CNN, USA Today, Los Angeles Times, and local press.

Established mutually beneficial partnerships with 58 District Attorneys, more than 300 Police Chiefs, 58 Sheriffs and numerous human trafficking organizations.

Initiated the establishment of CAMTC's Educational Standards Division, which approves and provides oversight to 70+ massage therapy programs in California.

Chair, Founding Board of Directors 2009-2010

In October 2008, collaborated with other CAMTC Board Members to establish the foundational framework for what later became CAMTC, a 501 (c) 3 public benefit nonprofit organization as authorized by statute.

Unanimously elected to serve as CAMTC's first Board Chair.

Brought together opposing factions of the Board by introducing innovative solutions that built consensus on highly divisive issues.

Established a constructive relationship with the Legislature and with a diverse group of stakeholders.

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THE MASSAGE THERAPY CENTER

Los Angeles, CA

CEO 1987-2000 (Sold the company in 2002)

Launched one of the country's first centers for therapeutic massage now in its 36th year of operation. Provided facilities and management support services to more than 800 massage professionals in private practice, serving more than 120,000 clients.

BUSINESS FOR BODYWORKERS

Los Angeles, CA

WORKSHOP LEADER 1987-2000

Provided workshops throughout the US teaching massage therapists how to build successful private practices.

PRIVATE PRACTICE

Los Angeles, CA

MASSAGE THERAPIST 1981-2001

Built a successful practice specializing in treating cancer patients.

MASSAGE SCHOOL OF SANTA MONICA

Santa Monica, CA

INSTRUCTOR 1981-1991

Taught therapeutic massage fundamentals and business practices as part of the curriculum of the Massage Therapist program.

HEART TOUCH PROJECT

Santa Monica, CA

MEMBER, BOARD OF DIRECTORS 2005-2015

Supported the development of a nonprofit educational organization dedicated to the training and delivery of compassionate and healing touch to homebound or hospitalized men, women and children.

THE MASSAGE THERAPY FOUNDATION

Evanston, IL

MEMBER, BOARD OF TRUSTEES 1998-2000

Developed and implemented a marketing plan to support the growth and restructuring of a national foundation funding research and community outreach for therapeutic massage.

AMTA

American Massage Therapy Association
Evanston, IL

CHAIR, PRESIDENTS' COUNCIL 1987-1988

Led the council of the state chapter presidents of the AMTA.
Developed the Chapter Leadership Best Practices program.

PRESIDENT (CA Chapter) 1986-1988

Established state legislation for the massage profession in California.
Helped initiate initial contacts with the Legislature in Sacramento.
Established a legislative fund, deployed when AMTA-CA sponsored state legislation in California.

USC SCHOOL OF BUSINESS ADMINISTRATION

ENTREPRENEUR PROGRAM
Los Angeles, CA

MEMBER, ADVISORY BOARD 1995-2008

Lectured/mentored students in the undergraduate and MBA programs.
Judge for the annual business plans competition.

Guest lecturer in the Master of Medical Management Program.

Professional Recognition

USC 1996 Outstanding Alumnus Entrepreneur of the Year

AMTA 2010 State Meritorious Award

One Concept 2012 Leadership Award