

Alex Leikermoser

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Alex Leikermoser

Bio at a Glance

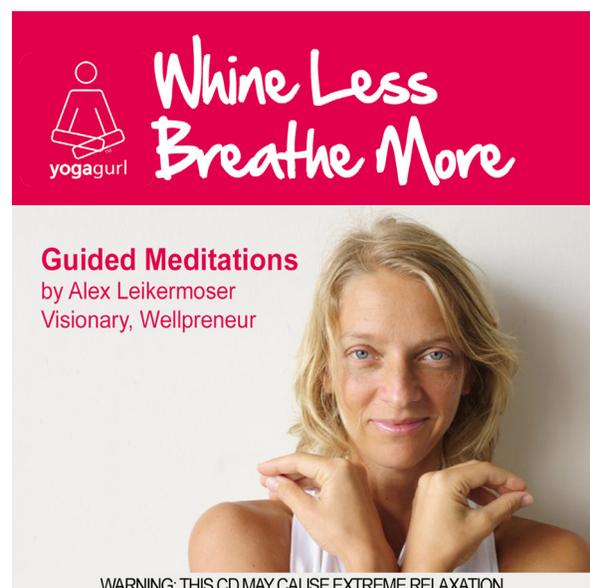
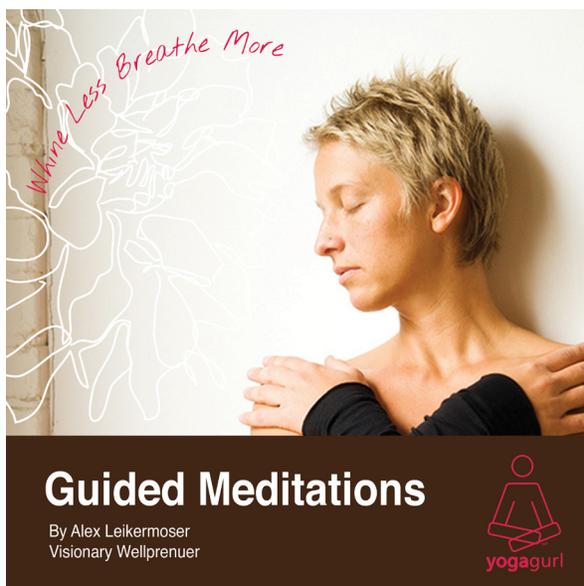
About Alex Leikermoser

Alex Leikermoser is an award winning designer and educator in the field of alternative wellness and sustainability, also known under the moniker of Yogagurl.

As an entrepreneur and artist, by traveling around the globe on many Vision Quests, Alex clarified her purpose by facing her personal health and business challenges head on. She is a serial entrepreneur, Founder of Yogagurl and The Wise Directory; the one thing common to all her projects is building a unique culture and community..

Alex's fashions, products, and interiors have been featured internationally on covers and in magazines as well as in movies and on TV. FASHION TV created a documentary about 'The Trend of Yoga' and features Alex's interview. Noted as one of Canada's Top 4 yoga wear designers. She has hosted workshops for Fortune 500 Companies as well as working one on one as a Wellness Coach with high profile individual's at the top of their profession. Her vision is to share her wealth of knowledge to those who would like to hear her message is broadcasted by weaving creativity, sustainability and wellness together.

Alex was one of 1000 women at the Luminato Festival awarded 'Woman of Distinction in the Arts' for her contributions to creating a flourishing cultural scene in Toronto. Her Visionary Talks and written insights inspire audiences around the world.



Alex Leikermoser

1. Philosophy

"My personal philosophy stems out of a deep desire and natural drive to inspire myself daily. Leading an authentic life while constantly expanding in the area of body, mind and spirit is a natural way of life for me. This has led to a unique personal philosophy developed over the last decade or more which has spilled into my entrepreneurial ventures and consulting with others. My creative expressions draw on a wealth of travel and cultural experiences as well as a deep connection to nature. As a mentor and guide I lead from my heart and speak from my varied personal Health and Design Experiences connecting my audience to that aspect within them that is looking to be connected, inspired and in optimum health."

Alex Leikermoser



Alex Leikermoser

2. Education & Professional Experience

Education	The Yoga Studio, Registered Yoga Teacher RYT, Toronto ON	2000
	Ryerson University, Toronto, ON – B.A.A. Interior Design,	1992 - 1995
	OCAD, Toronto, ON – Part-time studies in Environmental Design with Karim Rachid.	1995
	Institute for Bau Biologie, Healthy Home. Clearwater, FL	1994
Experience	The Brampton Denture Clinic & Wellness Centre Interior Design of Centre, Marketing Director, Wellness Director. www.bramptonwellnesscentre.com	2014- 1016
	The Ritz-Carlton, Toronto, Spa Partner. Created Yoga & Wellness Programs, Clothing, Lifestyle Products, Wellness Marketing Events & Printed Marketing www.spamyblendtoronto.com	2010 - 2014
	Quark Expeditions. Antarctic Expeditions. Wellness Consultant. Yoga & Art programming, Feasibility Study www.quarkexpeditions.com/	2012
	The Drake Hotel. Toronto, ON. Consultant; Created Holistic Spa, Cultural and Wellness Programs. Created custom products, in room wellness products & "Tuck Shop" retail concept. http://www.thedrakehotel.ca/hotel/spa/	2003 - 2004
	Yogagurl. Women's Activewear Clothing Line & Lifestyle Products, Retreats, Nutritional Programs, Coaching, Mentorship Programs www.yogagurl.com	2003 - present
	The Wise Directory.com, Founder. Toronto, ON www.thewisedirectory.com	2011 - present
	Public Speaker, Educator, Freelance Writer ON	2008 - present

Alex Leikermoser

3. Teaching Experience

East York Board of Education - Adult Evening Course
Developed and taught Interior Design Course, Part-time
1991 - 1993

Ryerson University - 4th Year Interior Design Program
Developed and taught Sustainable Design Program, Part-time
1994 - 1996

Private and Group Instructor for Yoga
Taught 10,000+ hours, Part-time/Full-time
2000 - 2014

Sabbatical

After the Ritz contract ended, Alex spent a year exploring various avenues which included six months on Maui writing for magazines, her own column, writing her upcoming book titled "Lead With Your Heart", moving the yogagurl concept fully online as well as having completed an interior design, concept and branding for a 3000 sq foot Wellness Centre just outside of Toronto.
2014 - 2015



Alex Leikermoser

4. Recent Awards & Media

Alex and her products and services have been featured Internationally in the Yoga Journal, Flare Magazine, Chatelaine, Toronto Star, Globe & Mail to name a few. Her designs have also been worn by celebs and featured in movies.

Awards:

Luminato Festival, art installation, book, award, 2008

Toronto's 1,000 "most artistic, creative and inspiring women" who contributed to a flourishing cultural scene; a work of art created by French photographer Pierre Maraval. Displayed in the Allen Lambert Galleria in Brookfield Place, Toronto, 161-181 Bay St.

Awarded Permanent Sculpture Installation at Ryerson University, 1993

TV:

Fashion Television; Interview: Yoga

Global News

Rogers Daytime TV, Live interview

Slice TV: Segment, Alex Riding an Elephant

Print Media:

Globe & Mail, Business Section, 2014

Ryersonian, 2014

Spa Magazine, interview, 2014

Extensive Media Portfolio (1993 - 2015) available by request.

Online and Hard copy.

Alex Leikermoser

5. Reference Letters

Kim Cadra - Spa Consultant

Remus Palimaru - The Ritz-Carlton, Tokyo

Tim Terceira - The Ritz-Carlton, Toronto

Additional references available by request

Jeff Stober - Drake Hotel

Jonathan Pushka - Smartcar



Alex Leikermoser

January 2012

Re: Alex Leikermoser- Yogagurl

Letter of Reference

To whom it may concern:

Working with Alex over the past year and a half was certainly my honour and pleasure. Alex has a wide range of unique talents and a passion for wellness, yoga, design and the environment. She approaches business with a very positive and entrepreneurial spirit.

In preparing for the opening of the Ritz-Carlton Toronto, Alex came well prepared with a thorough presentation and business plan. Her approach was multi-faceted, providing not only an extensive yoga program, but innovative workshops and unique events for both leisure and corporate clients. Alex developed and produced a wellness card for turn-down, which was well received by our hotel guests. Her program also included a custom retail clothing and gift line. With Alex, we had not only very innovative, professional yoga classes, but a complete lifestyle program.

It is not always easy for creative visionaries to adapt to a corporate environment, but Alex accomplished this with ease. She was well known and liked throughout the hotel. Her accomplishments at the property level, were also admired at the corporate level. She was very adaptable, and had the unique ability to relate to distinguished guests as well as staff.

Alex is always energized and always creating. She thrives on action and has the ability to inspire those around her. She is very balanced in her approach, being both creative and effective. Her ideas seek to solve problems outside the box in an innovative and compelling way.

In summary, Alex simply stands out, quite positively in a crowd. She is a strong leader, very supportive and one of the most creative and talented individuals I have met in my 20 years in the retail and spa industry.

Sincerely,

Kim Cadra

Kim Cadra

760.610.9127

kcadra@yahoo.com

Opening Spa Director

The Ritz-Carlton Toronto



Letter of Recommendation for Ms. Alex Leikermoser:

I first met Alex Leikermoser in the pre-opening stage of The Ritz-Carlton, Toronto as we were setting the vision for what our Spa Concept should be like with an important Yoga component. We selected Alex Leikermoser to be our Spa partner, and she quickly became an integral part of The Ritz-Carlton, Toronto family.

Alex's entrepreneurial spirit was evident from the early stages, as she was excited to shape our vision and bring it to life by creatively setting the stage for what the ultimate yoga experience should be like for our guests. Alex would often enliven our senses with small yoga techniques, easy to remember exercises and small tastes of what it later became The Yoga Studio by Yogagurl at The Ritz-Carlton, Toronto.

What I admire mostly about Alex is her never ending passion for teaching, her creative mind and ability to visualize and bring to life a warm, balanced and inviting environment.

I highly recommend Alex as a most talented professional and driven business partner, Spa/Wellness consultant and mentor of lifestyles.

Sincerely,

Remus Palimaru

Executive Assistant Manager

Rooms Division
The Ritz-Carlton, Osaka
2-5-25 Umeda, Kita-ku
Osaka, Japan 530-0001
Hotel: 81 (6) 6343-7000

Cell: 81 (0) 80-3364-2404





THE RITZ-CARLTON®

April 27, 2014

To whom it may concern,

I am delighted to provide this letter of reference for Alex Leikermoser.

The Ritz-Carlton, Toronto was interested in having a Yoga and Wellness provider to complement the needs of a luxury Five Diamond hotel and The Ritz-Carlton Brand. We met Alex in 2010 and began our partnership in September 2010 with initial Spa and Yoga planning and then formalized the relationship from February 2011 through April 2013.

Below are highlights of core initiatives that Alex launched utilizing her local contacts & creative abilities:

- Initiated the first spa wellness day at a neighboring corporation
- Introduced unique spa and yoga offerings for birthday and bridal events
- Partnered with the Hotel and BIA in launching 'Yoga in the Park' Summer Series
- Introduced and worked with the hotel Spa team on their first "Wellness Week"
- Launched a summer Yoga and Wellness program for residents
- Designed unique Yoga marketing cards for use in guest rooms and our restaurants
- Introduced hotel leadership to local businesses and charities
- Worked with the hotel chef to offer custom wellness menu options
- Her final project was to set in motion an electric car initiative as an eco-event

Alex's vision has always been on a larger scale and has spent her time with us building community and engaging guests & residents in the wellness and eco arena through unique programs and events.

We wish Alex good fortune in her future consulting and partnership endeavors. Alex's hard work and efforts have served her and the hotel well and she will be missed by staff and guests alike.

Sincerely,

Tim Terceira
General Manager

The Ritz-Carlton, Toronto
181 Wellington Street West
Toronto, Ontario M5V 3G7
416-585-2500



Alex Leikermoser

6. Biography

BIO: ALEX LEIKERMOSER

Trendsetter

Leader in Healthy Design Movement, Eco-preneur

Creator of Communities

Living Well Visionary; Wellpreneur

Alex does not have a lifestyle but she has both a life and style! Through personal introspection and self-work she has found the key to success is living a balanced, healthy life. She has become a lifetime advocate of this way of living. Through combining the knowledge of outer and inner worlds she has developed a unique approach to re-designing our lives and bodies. She lives and exudes inner beauty and peace.

Today, Alex Leikermoser is a visionary spokesperson on wellness and lifestyle issues with reference to sustainable design and living. Her reputation has been garnered through her wide-ranging experiences in the fields of interior design (health & spa), sculpture (recycled materials) , furniture (eco & ergonomic), clothing design (eco & healthy) and yoga/wellness.

In 1993, as a student, Alex won a design competition to commemorate the events of December 6th, the 5th anniversary of the tragedy at the Montreal Polytechnic School. Alex proposed the creation of a permanent sculpture called the "Tree of Hope". Based upon this proposal Ryerson chose to fund the only to this date student sculpture. Located outside the Engineering building it provides an ongoing opportunity for awareness and continues to serve as a focal point for Toronto's annual December 6th Memorial observances.

Upon graduation in 1994, She launched her career by being invited to develop and teach the first curriculum on sustainable design for the fourth year Design program at Ryerson. During this same period she opened "Etica", meaning 'ethics'---a unique interior design studio, boutique & spa in a Victorian Home on Queen East. Focused on creating a "living home model" for balanced living from A-Z. She used it as a showroom which led to contracts for sustainable and ecological interiors for private residences and office spaces. Her clients included Greenpeace and Toronto Healthy House. Her leading edge designs were featured regularly in the press, 12 years before "going green" became mainstream.

At 30 this go-getter was facing several health challenges as well as burnout when she became a passenger in a car accident. This pivotal moment led her to work on seriously healing herself through yoga, raw food diet, meditation & alternative movement (hula hoop, skipping, nature walks, free form movement & dance). This was a personal transformation point. She came to the realization that she needed to achieve more overall life

Alex Leikermoser

balance. Yoga became a cornerstone to Alex's recovery. Meditation, stretching, Raw & Living Foods Diet and loving herself became a mantra she needed to share. In 2000, she gave up her career as an Eco Interior Designer and re-trained as a Yoga Instructor.

She committed to teaching in corporations, schools, stores and charity events as a way of giving back. She is known for doing yoga in the strangest places from a window in "The Bay" department store at Yonge & Bay St., to the top of the escalators at Holt Renfrew, to working with street kids.

Though teaching yoga was the foundation, Alex realized she wished to extend her unique philosophy to a wider audience. Needing other access points she created her 'hand silk screened Limited Edition' message based 'clothing as a way to further spread the yoga message. The cheeky sayings on her shirts became central to her brand and 'community' attracting women who were inspired by Leikermoser's passion & energy.

Being a natural innovator Alex also developed her own style of yoga instruction that combined her passion for art and music. She calls this yoga style Y.A.M. It weaves yoga, art and music together seamlessly in a lighthearted and non-competitive environment.

Her vision to share more of her knowledge led her to institute a mentorship program within yogagurl. Students from local colleges and universities interned with Alex to gain experience and learn all the facets of business while learning first hand how to maintain a healthy balance in life and business and have fun doing it.

The press has always loved yogagurl's playfulness! Yogagurl has been featured numerous times internationally on the cover and in Yoga Journal, Fashion Television and many U.S. and Canadian publications including Chatelaine and Flare. She has been noted as one of the top 4 Canadian yoga wear designers. She was selected as one of the 1000 creative women who enrich a flourishing cultural scene at Toronto's Luminato Festival in Toronto. She also was featured in the book CRAVE Toronto, The Urban Girl's Manifesto - touted as "one of the 125 women you need to know".

Today Alex's time is devoted to collaborations with other visionaries and leading edge companies that are leaders in their fields to create products and define projects that empower and inspire an audience to find and celebrate what it means to live healthy, inspired lives. She is exploring sponsorship and partnership alliances.

Her Guided Meditation CD titled "Whine less, Breathe More" is available on itunes and her upcoming Leadership book titled "Lead With Your Heart" is in the works. By speaking from her most authentic self and sharing ways of how she nourishes her spirit, she has become a sought after lecturer and Guide. We hope you have an opportunity to meet, work with or hear Alexandra speak in the near future!