



THE WELL HOME.

WE ARE HIRING

Wellness Retreat Director & Experience Curator

Curating Immersive Retreats at a Historic Virginia Estate

Show me your home, and I can predict your health.

That's not a metaphor. Where you live shapes how you sleep, how you age, and how long you live. For a century this industry sold beauty and ignored biology. We're here to fix that. The most powerful medicine was never a pill. It's the way we live in our spaces.

The Well Home builds homes engineered to make people healthier and longer-lived, and we intend to make health the way the world builds. This is hard, and it's not for everyone. But if you'd rather change how the world lives than fill another role, keep reading.

ROLE	Wellness Retreat Director & Experience Curator
LOCATION	On-site at Provenance Estate, Middleburg, Virginia, during creation and retreat windows.
COMMITMENT	Fractional, project-based. Built around a quarterly execution cycle.
START	Tentative first retreat targeted for spring 2027, with build and program development work beginning well in advance.

REPORTS TO

Founder & CEO

COMPENSATION

Fixed creation and on-site duration fee, funded by guest deposits and pre-booking milestones, plus performance-based upside.

About The Well Home

We are disrupting a dinosaur industry. For decades, home building obsessed over how a space looks and ignored what it does to the people inside it. We are rewriting that.

We are the first firm of its kind, founded by a doctor and designer to prove one idea: your home should be your greatest partner in health and longevity. We design living environments that optimize healthspan, aligning air, water, light, and circadian rhythm with rigorous medical science. We call it Restorative Luxury.

The timing is rare. Wellness has become the single greatest driver of value in luxury real estate: among the most requested features in high-end homes, a proven premium on value, and a market projected to reach 1.1 trillion dollars by 2029. We are early, and we intend to own the category.

The Role

We are seeking a visionary Wellness Retreat Director & Experience Curator to design, program, and host premium, immersive quarterly wellness retreats at a historic 121-acre estate in Middleburg, Virginia. Operating under an ultra-exclusive private estate buyout model, this role bridges sophisticated hospitality and credible health optimization for an ultra-high-net-worth audience.

This role blends real, hands-on operations, managing guests and a seasonal team on the ground, with full creative license as an experiential architect. You'll treat the estate's historic Georgian manor house, rolling pastures, and artisanal culinary footprint as a premium canvas, working with medical-grade recovery infrastructure, light therapy, bioharmonic environmental design, and immersive hot and cold therapy circuits.

As our inaugural director, you have full creative license to build the signature quarterly retreat blueprint from day one, establishing the programming legacy of the estate. What you will own:

- **Bespoke curriculum and experience design.** Author the end-to-end thematic framework and daily schedule for each quarterly retreat, translating complex health and longevity concepts into lifestyle-driven, luxury guest experiences.
- **Hyper-personalized itinerary curation.** Oversee pre-arrival wellness intake assessments, biomarkers, goals, lifestyle restrictions, and translate them into custom curriculums and tailored activity paths for every guest.
- **Talent recruitment and expert management.** Source, vet, recruit, and manage an elite seasonal team of contracted specialists: guest speakers, certified health coaches, massage therapists, functional fitness instructors, and diagnostic technicians.
- **Elite five-star hosting and service delivery.** Serve as the primary on-site host during retreat weekends, anchoring the group, managing practitioner transitions flawlessly, and handling every guest requirement with discretion.
- **Space and amenity activation.** Program the estate's physical layout to optimize guest flow, sensory engagement, and comfort, partnering with the private culinary team on anti-inflammatory, whole-food menus.
- **Access to world-class infrastructure.** Design curriculums leveraging premium medical-grade and bio-adaptive infrastructure: advanced recovery technology, light therapy, bioharmonic environmental design, and hot and cold therapy circuits.
- **Exclusive VIP relationships.** Act as master of ceremonies and a trusted peer to an exceptional guest profile, building your own professional network alongside founders, executives, and global changemakers.

What We Are Asking

In building toward the estate's first retreat, tentatively targeted for spring 2027: author the complete retreat blueprint, source and contract your seasonal team of specialists, and stand up the guest intake and itinerary process. In the seasons after, run each quarterly retreat as the estate's primary on-site host, iterating the blueprint into a repeatable signature program. We are asking you to build this from a blank canvas, not step into a finished playbook.

Who We Are Looking For

This role rests on someone who has genuinely curated premium hospitality or wellness experiences before, not just attended them. If you need a finished playbook handed to you, this is not the fit.

- **A credentialed wellness authority.** Board-recognized health or wellness credential (NBC-HWC, Integrative Health Coach, or an equivalent functional health or somatic discipline) to anchor programming with real authority.
- **Premium hospitality or club experience.** Three or more years managing membership programming, exclusive events, or experiential hospitality for a luxury boutique brand, premium wellness resort, or private membership institution.
- **A regional network.** Familiarity with the Washington, DC and Northern Virginia luxury vendor landscape, artisanal purveyors, private chefs, and specialist wellness practitioners, is a strong plus.
- **An exceptional spatial eye.** Real instinct for design, aesthetics, and spatial flow, so the estate is staged to true luxury standards.
- **Comfortable with real operational ownership.** Hands-on management of guests and a seasonal team on the ground, not just curriculum design from a distance.

- **Entrepreneurial and self-directed.** You build the blueprint yourself. No one is handing you a finished program.

Skills & Experience

- **Retreat and event logistics.** Experience running the full logistics of a multi-day immersive event: scheduling, vendor coordination, staffing, and on-the-ground problem solving.
- **Wellness protocol and curriculum design.** Comfortable translating longevity and functional health concepts into a daily rhythm guests can actually follow and enjoy.
- **Specialist and vendor management.** A track record contracting and managing therapists, coaches, physicians, and other specialists on a per-event basis.
- **Culinary and amenity coordination.** Experience partnering with private chefs or culinary teams on menus aligned to wellness standards: anti-inflammatory, whole-food principles.
- **Guest intake and personalization systems.** Comfortable building and running a guest intake process, biomarkers, goals, restrictions, that actually shapes each guest's itinerary.
- **Budget and margin awareness.** You understand how retreat pricing, upsells, and package tiers connect to real profitability, not just guest satisfaction.

What We Value

- **Good humans only.** Integrity, trust, and discretion are the price of admission, not a differentiator. If you cut corners, this is not the place.
- **Proof over pedigree.** We care about what you have built and grown, not where you went to school.
- **Own it.** We are small. There is no one to hide behind and no one to wait for. You will have real ownership from week one.

- **Say the real thing.** We give each other direct feedback to reach the best answer. Egos stay at the door.
- **Enjoy the build.** This is demanding work, and it should be the most fun you have had in a career.

Compensation

This is a fractional, project-based role built around a quarterly execution cycle. You'll receive a fixed creation and on-site duration fee, backed by guest deposits and pre-booking milestones, plus an aggressive performance incentive layered on top, tied directly to retreat profit margins, premium package upsells, and guest retention for subsequent quarters. Given the access this role has to guest information and the estate's operations, this role requires signing a confidentiality and non-disclosure agreement. If it's a strong fit, there is real potential for this seat to grow alongside the estate's retreat calendar.

How We Will Work Together

Our process is simple and built on proof, not promises.

- 1 Submit your resume, a portfolio or examples of retreats or events you have curated or hosted, and references.
- 2 We meet, including time with our founder, to get to know each other.
- 3 Strong candidates move into a short, paid trial project, so both sides can test the fit for real.
- 4 From there, you are onboarded and begin building the estate's first retreat blueprint.

Questions We Would Love You To Answer

Please answer in writing. Be specific, yet keep your answers concise and brief. We care far more about real examples than a polished pitch.

- 1 Describe a premium hospitality, event, or retreat experience you designed or curated end to end, and what made it memorable for guests, not just profitable.

YOUR RESPONSE

- 2 Walk us through how you would design the first ninety minutes of a guest's arrival at a retreat like this one.

YOUR RESPONSE

- 3 You are mid-retreat and something goes sideways, a guest complaint, a practitioner running behind, in front of an ultra-high-net-worth group. How do you handle it in the moment?

YOUR RESPONSE

- 4 What is a mistake or misconception you have seen, or made yourself, in how retreats or immersive wellness experiences like this one get run? What did it teach you?

YOUR RESPONSE

References

Please share two to three references, ideally including a guest, partner, or client who can speak directly to a retreat or experience you curated. We will reach out only with your permission.

Compensation and Availability

Two last practical questions to send along with your answers. Both are optional, and answering them will not count against you either way. We ask because almost every application we receive leaves them out, and it is the one gap that costs everyone time later.

1 What are your compensation expectations for this role?

A range is fine, and so is telling us you would rather discuss it live. We ask because getting this on the table early saves us both time, and because we would rather know now than discover a mismatch after three conversations. There is no wrong answer here and it will not be used against you.

YOUR RESPONSE

2 When could you start, and what does your real availability look like?

Notice periods, other commitments, and the hours you can genuinely give this. We would much rather have a small honest number than an optimistic one.

YOUR RESPONSE

This is a chance to build and run the signature retreat program the rest of The Well Home's hospitality future stands on, the blueprint, the guest experience, and the team that delivers it, at a historic estate built entirely around human flourishing. You will work directly with our Founder & CEO from day one, co-creating the flagship experience rather than inheriting one, with real ownership over how this gets built.

A home well designed gives you a life well lived.



Restorative Luxury · Architectural Wellness | The Well Home is an equal opportunity organization.