



**2024 Ones to Watch Industry Leaders: Federico Checo,  
Perfect Wellness Group**

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Federico Checo  
CEO

## Perfect Wellness Group

“Under Federico Checo’s leadership, Perfect Wellness Group – a leading enterprise specializing in high-end spa amenities – expanded outside NYC into new territories like Miami, Texas, and Arizona in under 36 months, quadrupling sales and diversifying its clientele. Today, Checo stands as a thought leader in the spa and wellness market.” - Lisa Lo Paro, Director of Marketing, Perfect Wellness Group.

Best advice for new leaders: Without sales, a business can’t survive. So, if you want your business to grow, start with sales and marketing!

In the last 12 months what accomplishment are you most proud of? The most notable achievement in the last 12 months has been being selected by leading figures in the wellness industry, renowned hotel brands, and prominent architectural firms as their partners in thermal area developments. This accomplishment, unimaginable just 12 months ago, marks a huge milestone both for Perfect Wellness Group and my career.

In the last 12 months what was one of the biggest challenges you faced as a leader and how did you overcome it? Transitioning from a startup to a more structured company, with our team growing from 12 to nearly 30 members, has been a remarkable journey. Navigating the challenges of training and people management has been both daunting and fulfilling. My proudest achievement has been overcoming these hurdles by investing in experienced individuals who align with our vision and make it their own. It’s a testament to the belief that with a great team, anything is possible.

Best books, podcasts, or apps for aspiring leaders: Books: Shoe Dog: A Memoir by the Creator of Nike by Phil Knight; The Ride of a Lifetime: Lessons Learned from 15 Years as CEO of the Walt Disney Company; and The Sales Bible: The Ultimate Sales Resource by Jeffrey Gitomer.

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