

# Well Home

## Erlich, Silva to lead spa team at Florida's upcoming Amrit Resort

By Jane Kitchen | 03 Dec 2019



*Industry veteran David Erlich co-general manager, spa division at Amrit*

Amrit Resort & Residences – due to open on Singer Island, Florida in Spring 2020 – has named industry veteran David Erlich as co-general manager, spa division.

Set on over seven acres of the Atlantic shoreline in Palm Beach County, Amrit is described as “a new paradigm of mindful living for those pursuing an unparalleled wellness lifestyle,” and will include 182 condos and 155 wellness hotel rooms when it is complete.

Comprehensive programming designed to optimise wellness of mind, body and spirit has been created based on the five pillars of nutrition, fitness, mindfulness, sleep and relaxation.

"When I heard the intention, depth and breadth of this project, it was irresistible," said Erlich. "The owner has created quite a canvas at Amrit, which will enable us to do some amazing, cutting-edge work."

Erlich has 30 years of hospitality and spa experience working with some of the world's leading brands, including Hyatt, Ritz Carlton, Fairmont and Sandals Resorts. He has also served on the board of the International Spa Association (ISPA) and is currently serving as a board member of the Balneology Association of North America (BANA).

His most recent position was overseeing program development and operations for Sandals' Red Lane Spas, as well as 16 Sandals Resorts and three Beaches Resorts across the Caribbean.

Erlich has also served as director of spa and retail operations for Glenwood Hot Springs Resort in Colorado, US, as well as regional director of spa operations for Fairmont Raffles Hotels International, and executive director for spa and retail operations for the 50,000sq ft Spa Grande at the Grand Wailea Resort in Hawaii, US.

Also joining Amrit is Dan Silva, who has been named director of spa. Silva brings 17 years of experience in the luxury hotel/resort spa, wellness and fitness industry to Amrit. His career began at Equinox Fitness Clubs as senior spa manager, where he was part of a rapid expansion to multiple locations. He then served as executive director of Glen Ivy Hot Springs in California, and was most recently regional director of wellness for Rosewood Hotels and Resorts, where he supported ten different Sense Spas around the world.

Additionally, Amrit has named Terry Buchholz as co-general manager, hotel division, and Tom Anderson as director of marketing.

Buchholz most recently was general manager of the L'Auberge Del Mar, where he oversaw the operation for the hotel and spa located in northern San Diego County, California.

"I was attracted to this project since my personal passions align with Amrit's focus on mindfulness, fitness and practicing smart nutrition and sleep habits," said Buchholz. "I'm delighted to be part of creating a community of like-minded individuals that are seeking ways to make proactive wellness a priority."



*Dan Silva is the resort's director of spa*