

## Simonson's Salon & Spa CEO Honored by *Minneapolis-St Paul Business Journal*



MINNEAPOLIS, MN – **Simonson's Salon & Spa** is pleased to announce that CEO and Founder, Kyle Simonson, has been named by the *Minneapolis-St Paul Business Journal* as one of a select few to be honored with its Diversity in Business Award. While opportunity, achievement, and unparalleled customer experience are hallmarks of Simonson's salons, this award celebrates the welcoming and inclusive atmosphere fostered over the 28-year company history. "The most rewarding aspect of being a business owner is the joy of nurturing your team to achieve their fullest potential," says Simonson.

The Diversity in Business Award, to be presented on July 14 at a formal program at the Westin Hotel in Edina, recognizes the Twin Cities' top corporate leaders and business owners with an eye toward promoting diversity in race, sexual orientation, disability, and military service, all of which make up rapidly growing market segments. Simonson's commitment to creating the kind of workplace that embraces a diverse workforce while setting high standards for technician training and customer care has brought about an intensely loyal clientele and team members who truly love their jobs.

Simonson opened her first salon in Anoka in 1983. Recognizing the need to combine salon and spa services, she was among the first in the nation to bring the two industries together under a single roof. Today, spacious, comfortable facilities in Maple Grove, Plymouth, and Elk River join the original remodeled Anoka location. Her business model, which encourages innovation and continuous process improvement, has met with enthusiastic success. "Experience Perpetual Renewal," reads Simonson's brand promise. That promise kept, along with a growing list of world class services and products, has garnered a number of local and national accolades including:

- **Business Leader of the Year** by *Quorum*
- **America's Fastest Growing Salons** ten consecutive years by *Salon Today*
- **Top Women-Owned Businesses** five years by the *Minneapolis-St Paul Business Journal*
- **Stand-Out Salon/Spa** by *Mpls.St.Paul Magazine*
- **Best in Plymouth** by *Tiger Oak Plymouth Magazine*
- **Best of Maple Grove** by *Metropolitan Media Group Maple Grove Magazine*

Simonson's Salon and Spa is focused on its people and has built its success on making everyone who walks through her doors feel valued, whether it's a guest or a team member. This award is a humble reminder that in a digital world, people need to feel appreciated. And Kyle Simonson and her team are up to the task.

### **About Simonson's Salon and Spa**

Simonson's Salon and Spa is an industry leader providing full-service, upscale hair, face, body, and nail services and products for both men and women. Four convenient Twin Cities metro locations: Maple Grove, Plymouth, Elk River, and Anoka.

#### **For More Information**

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