

Nicole Davis

1. How have you served the FSMTB in the last few years?

Since 2022, I have actively contributed to FSMTB's mission as a dedicated volunteer. My involvement began with serving as a subject matter expert and item writer, participating in several key assignments. Notably, I attended the October 2022 MBLEx Test Plan Meeting and the November 2022 MBLEx Standard Setting Meeting. In 2023, I was appointed to the Education Development Committee and attended the August 2024 in-person committee meeting in Savannah, Georgia.

2. What skill set or strengths do you bring to the FSMTB?

With a career that spans education, training, and operational leadership in the massage therapy profession, my experience aligns seamlessly with the mission of the Federation of State Massage Therapy Boards (FSMTB) to support member boards in ensuring that massage therapy is practiced safely and competently. As the Director of Enlightened Massage Education, I have developed and delivered continuing education programs that advance the skills of licensed therapists, contributing directly to the professional growth and competency that FSMTB aims to promote.

My education experience has been focused on building robust curriculum and nurturing both new and experienced massage therapists as they advance in their careers. As an instructor at the Academy of Massage Therapy and Bodyworks, I played a key role in developing and rewriting comprehensive curricula that align with industry standards, ensuring that new therapists enter the field with the knowledge and skills necessary for safe and effective practice. This foundational work helps prepare future massage therapists to meet the high expectations of regulatory boards.

Additionally, through my leadership at Enlightened Massage Education and my role as an Assistant Instructor at Forearm Fusion, I have been dedicated to supporting tenured massage therapists in gaining new skills and advancing their practice. I have designed and delivered continuing education programs that address the evolving needs of the profession, helping seasoned therapists stay current with best practices and expand their expertise. This dual focus on nurturing new talent and supporting ongoing professional development directly contributes to the FSMTB's mission of ensuring competent and safe massage therapy practice.

My management experience spans both the corporate franchisee and small business arenas, giving me a unique perspective on the operational and strategic challenges within the massage therapy industry. In the corporate franchisee sector, I have overseen recruitment, training, and compliance across multiple Hand and Stone locations, ensuring consistency and high standards in service delivery. My role involved developing and managing programs such as the massage therapy student sponsorship initiative and implementing a national secret shopper program, which has been rolled out across franchises to uphold client safety and service quality.

On the small business side, I have led operations and sales at independent spas, where I honed my skills in business development, customer service, and crisis management. My experience managing both large-scale corporate operations and the nuanced needs of small businesses allows me to bring a well-rounded approach to addressing the diverse challenges faced by licensed massage therapists.

By bringing this comprehensive experience to the FSMTB Board of Directors, I am well-prepared to contribute to FSMTB's efforts in protecting the public and upholding the integrity of the massage therapy profession, fully supporting the organization's mission and goals.

3. What do you see as the important issues facing FSMTB?

One of the critical challenges facing FSMTB is safeguarding the integrity of the massage therapy profession against misuse, including illegal activities like sex work and human trafficking. Collaborating with state boards and agencies nationwide, FSMTB can leverage collective resources to strengthen protections and promote the profession's positive impact on public health.

By leveraging my experience in education, compliance, and operational leadership, I can help FSMTB develop and implement these strategies, strengthening efforts to protect the public and uphold the integrity of the massage therapy profession nationwide.