

Women In Aesthetics: Andrea Trofimuk

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The Groundbreaking Original Series from Industry Vet Wendy Lewis



How did you get your start in the aesthetics field?

I was first exposed to aesthetics as a spa attendant at a local spa in Henderson, NV when I was in high school. I stocked shelves, did laundry, cleaned rooms and later became a receptionist. As a teenager that struggled with my skin, it was a dream job.

Fast forward to my early twenties, I had been working in plastic surgery and franchise medspas and had exposure to energy-based devices and medical aesthetics. I was introduced to Viora in 2011, an Israeli startup that was gaining attention with its Reaction device (RF and vacuum) and worked as a sales rep and clinical trainer for them in Manhattan.

Viora, now Sinclair North America, recruited me to join the commercial team. I worked within the sales, clinical, and marketing teams before taking over the U.S. subsidiary in the role of General Manager in 2015. As the company grew, I took on various roles to support the commercial efforts, and in 2017, I was chosen to lead the company in the role of CEO.

I refer to this as my own Cinderella story. I didn't know where my path in aesthetics would take me, but I knew I belonged in this space. I was blessed to be a part of an organization that leaned into my practical aesthetic experience and allowed me to build an infrastructure that valued our providers and employees.

Who are some of your mentors throughout your career and how did they influence your management style today?

One of my mentors is Eliran Almog, he recruited me into this space 13+ years ago. Unbeknownst to me at the time, Eliran had me in executive training as his successor for North America early on in my career. He played a crucial role in my professional development. In addition to being a high-ranking officer in the Israeli Air Force where he learned valuable lessons about team-building and decisive decision-making, he is a father of four girls. His military background taught me the fundamentals of organizational leadership but also emphasized the significance of taking action. What truly stood out was his role as a father, making him a strong advocate for women in leadership positions. I greatly benefited from his support and encouragement and his advocacy shaped my understanding of leadership in the most empowering way.

Isaac Elka is another mentor I had the pleasure of working with nearly a decade ago. He took it upon himself to teach me and my team operational excellence. Isaac would spend countless hours walking me through ERP systems, ISO and industry standards- he would stop our virtual meetings from time to time and remind me to “record this” or “write this down”, always emphasizing the critical importance of each step. As my organization grows, I still find myself reaching out to Isaac for pearls and insights.

Another mentor I have looked up to is Miguel Pardos, CEO of Sinclair Group.

I met him just two years ago when Sinclair acquired Viora and quickly learned that like previous mentors, he too was an advocate for women. He gave me a platform to have a voice and has empowered me from day one.

These three men have recognized the inherently female driven nature of the aesthetic space, and they have played a pivotal role in amplifying my voice and the voice of many women within my organization.

How do you think your colleagues and team would describe you as a leader?

My management style is rooted in building a collaborative and compassionate work environment. I've always aimed to create a space where every team member is heard, valued, and motivated. I believe my approach is different because of my hands-on experience in nearly every role within the company. My firsthand familiarity with various functions gives me a practical perspective.

Having walked in their shoes, I understand the challenges and intricacies of each role. This allows me to lead with empathy and practical insights, facilitating smoother collaboration across departments. I believe in open communication (this is my number one request! “Tone & Intention”), encouraging my team to share ideas and concerns.

One thing I always preach is that “tone and intention” can be greatly misconstrued, so I am an advocate of calling or video conferencing colleagues to address situations in constructive ways. I discourage challenging communication from being delivered first by text or email and encourage follow-up in writing with collaborative solutions. This approach forces people to consider the solutions or suggestions in addition to addressing concerns/ challenges. I see it can also stop the “keyboard warrior mentality,” saying things behind a screen and failing to realize that a human colleague is on the receiving end of it. Be human, be kind, and be constructive is one of my mantras.

How do you think your colleagues and team would describe you as a leader?

I think they would say that I’m accessible, solution-focused, passionate, and insanely in love with my job!

What are some of your pet causes and passions?

Finding a true balance seems impossible for most working parents. As a mother of two young children, I’ve learned to grant myself some grace to attempt to balance it all.

Several years ago, I had a memorable moment during a workshop in NYC. A female physician brought her ten-year-old daughter to our event. She explained that she wanted her daughter to meet a female CEO, pointing to me. With pride, she told her daughter that the business I was leading had played a pivotal role in making her practice a success. It was a heartwarming and empowering moment that stuck with me. While I may never escape the “working mom guilt”, I find solace in knowing that my own daughter would grow up with the belief that women can confidently and capably hold leadership roles.

What advice can you offer women who are rising stars in Medical Aesthetics?

As for advice, if you are presented with an opportunity to stretch outside of your comfort zone or take on a new project that may challenge you, do it! Once you have accepted the opportunity or challenge, jump in, get your hands dirty, be inquisitive, seek solutions and stand by your convictions.

Name a quote that best describes your philosophy

‘Life isn’t about finding yourself; life is about creating yourself.’ George Bernard Shaw.

Editor’s Note: An earlier digital version of this article listed Ms. Trofimuk as an M.D. She does not have a medical degree. *Modern Aesthetics* regrets the error.



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