

MARTIN DE LEON

SUMMARY

Visionary beauty industry executive with 33+ years of experience in luxury salon ownership, brand creation, and product innovation. Founder of multiple successful beauty lines spanning haircare, skincare, and cosmetics. Proven expertise in building brands from concept to market, delivering exceptional client experiences, and driving revenue through on-air television sales and strategic positioning. Charismatic communicator with a strong background in performance and media.

EXPERIENCE

CEO|Salon owner|Beauty brand founder , 04/2012 - 04/2026

Martin De Leon salons - Boca Raton , FL

- Founder & CEO The Lotus Collection by Martin De Leon Boca Raton, FL | [Year–Present]
 - Founded and developed a premium haircare line focused on performance, convenience, and luxury guest experience.
 - Conceptualized travel-ready systems designed for hospitality and professional salon environments.
 - Directed branding, product development, and market positioning.
- Founder & CEO
MDL Makeup | MDL Skincare
Boca Raton, FL | [Year–Present]
- Created and launched full-service cosmetic and skincare lines tailored to modern beauty needs.
 - Oversaw product formulation, packaging, branding, and distribution strategy.
 - Positioned brands within competitive luxury and professional markets.

Salon Owner & Creative Director

Self-Employed | 29 Years

- Owned and operated a successful salon delivering high-end services and personalized client care.
 - Built and maintained a loyal, long-term clientele through exceptional service and innovation.
 - Recruited, trained, and mentored staff in advanced techniques and customer experience excellence.
- MEDIA & INDUSTRY EXPERIENCE**On-Air Beauty ExpertQVC | 2000 – 2003
- Presented beauty products on live television, driving engagement and sales.



CONTACT

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SKILLS

- Luxury Brand Development · Product Innovation & Launch · Salon Ownership & Operations · Haircare, Skincare & Cosmetics · On-Air Sales & Media Presence · Client Experience Strategy · Revenue Growth & Retention · Creative Direction · Personal Branding · Team Leadership & Training
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WEBSITES, PORTFOLIOS, PROFILES

- Martindeleonsalons.com

- Demonstrated product benefits with strong audience connection and credibility.

- Represented professional beauty brands, including Peter Coppola.

Brand Collaboration

Peter Coppola | 2000 – 2003

- Partnered with an established industry brand to support product promotion and visibility.
- Contributed to brand growth through professional representation and expertise.

ADDITIONAL EXPERIENCE

- Acting and singing experience enhancing stage presence and communication skills
- Strong public speaking and live presentation abilities

KEY ACHIEVEMENTS

- 33+ years of leadership in the beauty industry
- 29 years of successful entrepreneurship and salon ownership
- Founder of multiple beauty brands across haircare, skincare, and cosmetics
- National television exposure and sales success on QVC

*Awarded four years in a row best hairstylist in Palm Beach County Florida 2013-2017 by Palm beaches .com also awarded best hair salon amongst 435 salons in Boca Raton by Google reviews for 2025, 2026

EDUCATION AND TRAINING

Cosmetology, Branding And Specialty Coloring And C, 04/1996 - 04/1996
The Gandini Academy of Milan

LANGUAGES

English/French/Hebrew/Italian/Sp
anish:

Professional