Tina Beckett, M.B.A., ’05
Owner, Massage Envy Spa Whitefish Bay

After many years of coaching other entrepreneurs, Tina Beckett, M.B.A., ’05, decided to make the total commitment to her own entrepreneurial dream of owning a wellness center. In April 2012, she purchased the Massage Envy Spa franchise in Whitefish Bay, Wis. and began applying her leadership, quality and operations experience to her new organization which she explains has a focus on the most valuable “business” of all – wellness.

Ms. Beckett’s career path towards fulfilling her wellness vision has taken several interesting twists and turns. She received her bachelor’s degree in biology at North Carolina A&T State University before making her way to the Miller Brewing Company based in Eden, North Carolina as a quality control specialist. She later transferred to the Fort Worth Brewery in Texas as a product lab chemist and microbiologist and then as a manager to the corporate offices in Milwaukee where she served in various managerial roles in quality, packaging, supplier diversity, procurement and training. In 2006, after more than 20 years at Miller, she ventured out on her own to become President and CEO of Nutshell Enterprises, LLC – a consulting business designed to guide and develop small business proprietors and varied private and public organizations. In this consulting role, Ms. Beckett served as the founding executive director of the Urban Entrepreneur Partnership where, through the use of the renown Kauffman Institute’s “intensive coaching” methods, the organization facilitated the growth of over 30 small business clients. Feeling the entrepreneurial “itch” herself, Ms. Beckett became a licensed esthetician and opened her own skincare studio, Skin by Tina, where she quickly built a base of over 80 clients with impressive repeat business.

After fulfilling entrepreneurial goals she set for herself, Ms. Beckett returned to corporate as the senior supplier diversity professional at ManpowerGroup where she led the corporate program, managing the partnerships of thousands of small businesses who worked with the corporation on multiple business accounts. After 18 months at ManpowerGroup, Ms. Beckett took her own advice to “leap and the net will appear,” and bought Massage Envy Spa to put her years of experience into action once again.

Ms. Beckett is a proponent of servant leadership, but she readily admits that “this belief has truly been tested in bringing the vision of the spa to fruition. With a new staff, equipment and processes and newly remodeled space, opening the spa has been one of my biggest challenges,” she said. “However, I still believe that one of the reasons that I have been blessed with this opportunity is so that I can provide a workplace where people are valued and given a chance to be creative and develop to their fullest potential.”

Along with servant leadership, Ms. Beckett’s career has led her to value other important principles as well. She encourages aspiring entrepreneurs to get their education and never stop learning. She believes it’s important to set goals and achieve, but to also understand that “retreating can be a power move.” Ms. Beckett advises people to get experience in different environments, and to ultimately have the courage to “believe in yourself and step out on faith.”
Ms. Becket has served on multiple boards and she has been involved in various organizations including the Governor’s Small Business Advisory Commission, the Legacy Bank Board of Directors, and the Urban Economic Development Association. She was the recipient of the 2008 Milwaukee Business Journal’s Women of Influence Award, the 2005 SBA Small Business Advocate Region IV award, and listed among the Women Who Mean Business in 1999.

You can learn more about her Massage Envy Spa at: