



# HERBAL PHOENIX STL

## *Services Overview*

### **Mr. Duffy George HHP CH**

HHP Holistic Health Practitioner | Herbalist | Aromatherapist

Duffy George brings over thirty years of retail and sales leadership and more than two decades of excellence in operations management to Herbal Phoenix STL, where he serves as Co-Owner and Chief Operating Officer. He guides the organization's operational vision with precision and cultural integrity, blending innovation with customer-centered design across its wellness and event initiatives. His expertise in complaint resolution, costing, inventory, personnel management, and quality control has been instrumental in streamlining systems and elevating community impact.

Duffy holds a degree in graphic design, along with certifications in Customer Service, Communications, Business Consulting, Event Planning and Logistics, Basic & Intermediate Herbalism, and Basic Holistic Care Practice. His commitment to lifelong learning is reflected in additional certifications in Personnel Management, Professional Etiquette, Small Business Skills, Equality, Diversity & Human Rights, and Medicine Management & Administration. This extensive training strengthens both his operational leadership and his ability to support culturally grounded, community-centered programming.

With a background in graphic design and visual merchandising, Duffy shapes bold, culturally resonant branding that reflects Herbal Phoenix STL's mission and values. His creative direction blends aesthetic clarity with purpose-driven storytelling, ensuring that every visual element supports the organization's broader goals in wellness, education, and community empowerment.

Beyond his professional achievements, Duffy is a passionate advocate for LGBTQIA2S+ rights and a vocal ally in raising awareness about historic and ongoing cultural genocides. His leadership is deeply rooted in equity, visibility, and the belief that justice and representation belong at the center of every initiative. His lived experiences have shaped a leadership style defined by empathy, courage, and unwavering commitment to community.

In addition to his work at Herbal Phoenix STL, Duffy also serves as Assistant Director of Phoenix Wisdom College, where he supports culturally grounded education, student empowerment, and community-centered learning pathways. His ongoing dedication as an Equality, Diversity & Human Rights Advocate and Genocide Prevention Advocate further amplifies his commitment to justice, cultural preservation, and the protection of marginalized communities across all of his roles.