

## Four Seasons Hotel Silicon Valley at East Palo Alto Welcomes New General Manager Florian Riedel

*November 18, 2016, Palo Alto, Silicon Valley, U.S.A.*



Trading in his relaxed resort wear for a sharp new suit, Florian Riedel has arrived at the epicentre of innovation, Silicon Valley, in early November. Florian assumed his new position as General Manager of [Four Seasons Hotel Silicon Valley at East Palo Alto](#), one of Palo Alto's premier hotels.

In his most recent assignment, as General Manager and Vice President of Operations at Hualalai Resort on the Big Island of Hawaii, he was charged with overseeing 330 Residential Member homes and member facilities, including golf, tennis, Spa, ocean activities and two fully serviced club houses.

Prior to Hualalai where he has been since 2012 including two years as Resort Manager of the award winning Four Seasons Resort Hualalai, Florian spent six years in successive rooms and residence director roles at Four Seasons in Carlsbad, California and the former Four Seasons Resort Great Exuma in the Bahamas.

The inescapable entrepreneurial spirit of Silicon Valley is a sentiment Florian knows well. In 2003, Florian briefly left Four Seasons to become partner and sous chef of a Tuscan vineyard in the beautiful village of Montalcino, Italy.

"There's much to be excited about in Palo Alto," says Florian, who began his career with Four Seasons bussing tables in the Michelin starred Seasons Restaurant in London 20 years ago. "Our location is truly unique, with sleek [accommodations](#) to suit a variety of needs from business to leisure. Silicon Valley has

amassed a reputation as the preeminent destination for everything hi-tech, but many aren't aware of all the other reasons to visit the area, from world-class restaurants and high-end shopping to beautiful nature trails and nearby Santa Cruz Mountains wine country. Our signature restaurant [Quattro](#) with its modern Cal-Italian cuisine is a favourite among locals and visitors alike and [The Spa](#) consistently receives positive reviews from our members and guests."

Priorities include adding luxurious touches to the arrival experience with lobby enhancements, elevating the restaurant experience to include an additional dining venue and creating two additional [meeting and event spaces](#) to complement the selection of recently renovated function space.

"We're looking forward to sharing an enhanced arrival experience and unveiling a new dining option for our guests in the early part of 2017."

Florian is joined in his new Bay Area home by his wife Wendy and dog Pucci.

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