

TRAVEL AND HOSPITALITY

Four Seasons supports strategic shifts with new CEO

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Former Hyatt Hotel executive Alejandro Reynal has been appointed CEO and president of Four Seasons Hotels and Resorts, effective immediately. Image credit: Alejandro Reynal/Twitter

By LUXURY DAILY NEWS SERVICE

After a recent global rebrand, luxury hospitality group Four Seasons is announcing a major executive shift.

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Beginning today, former CEO of Hyatt Hotel Corporation's Apple Leisure Group Alejandro Reynal has been appointed CEO and president of Four Seasons Hotels and Resorts, effective immediately. Appointed by the company's board of directors, Mr. Reynal joins the hotelier with more than two decades of experience in the global travel and hospitality, business services and telecommunications industries.

"Alejandro is a highly-respected and experienced CEO who will guide Four Seasons through the next phase of its evolution as one of the world's foremost luxury brands," said Michael Larson, chief investment officer at **Four Seasons Hotels and Resorts** majority owner Cascade Investment L.L.C., in a statement.

"We feel deep gratitude toward John and all that he has done to make Four Seasons even more successful and look forward to his contributions as a Board member as Alejandro builds on our shared vision toward achieving long-term strategic growth."

CEO check-in

Succeeding previous top executive and now-retired 20-year veteran John Davison, who announced plans to step down a year ago, Mr. Reynal's appointment arrives at the start of a new chapter for the Four Seasons.

Four Seasons has selected Mr. Reynal to lead the evolution of its brand in a move to champion innovation, leverage the power of data and insights and deliver strong fiscal value to stakeholders.

Most recently, the 49-year-old hails from a stint as president and CEO of leading luxury resort management and leisure travel group Apple Leisure Group, owned by Hyatt Hotels Corporation.

Prior, from 2011 to 2019 Mr. Reynal served as CEO of global customer relationship management and business process outsourcing services company Atento. The executive has held early strategic management roles at Spanish

multinational telecommunications company Telefonica and CPG-giant The Coca-Cola Company.

His predecessor, Mr. Davison, remains on the company's Board.



An oceanfront villa at the Four Seasons Anguilla. Image credit: The Four Seasons

Besides the operation of 124 properties spanning 27 countries and a growing global portfolio of 550 restaurant and bar outlets, Four Seasons has ventured into the luxury cruise space, unveiling plans to introduce an inaugural yacht service in 2025 ([see story](#)), expanded its flight footprint with the launch of its Uncharted Discovery Private Jet itinerary offering ([see story](#)) and has bolstered experiential activations ([see story](#)), all within the last year or so.

These updates have arrived in addition to, and in support of, this year's rebrand, which aimed to redefine luxury travel ([see story](#)).

Four Seasons' "Luxury Is Our Love Language" campaign

A fresh creative platform showcased the luxury travel firm's ability to provide world-class service by exceeding client expectations time and time again by centering the sentiment that there is no ask too large when it comes to a stay at Four Seasons Hotels and Resorts.

"It is an honor to join Four Seasons, a company I have always admired for its unwavering focus on its values and for the boldness of its innovative spirit," Mr. Reynal said, in a statement.

"I look forward to working with the Board, executive leadership team, and the more than 50,000 employees worldwide whose dedication to excellence and personalized service sits at the heart of Four Seasons, and continuing to drive our success now and in the future."