

TRAVEL AND HOSPITALITY

Four Seasons Hotels and Resorts' Kimberly Grant: Luxury Woman to Watch 2023

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Kimberly Grant

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Kimberly Grant

Global head of restaurants/bars and senior vice president of food and beverage

Four Season Hotels and Resorts

Washington, D.C.

"What is relevant today may or may not be as relevant in the future and our job is to always differentiate between trends that are fleeting versus ones that will stand the test of time"

What do you most like about your job?

I love the relentless pursuit of excellence taking what is very good to great, and what is great to epic.

As the global head of restaurants and bars at Four Seasons, I am fortunate to lead and inspire the best team of hospitality craftspeople in the world.

To be honest, it is hard for me to call it a job, it is more like a life-long passion I rarely think of myself as "having a job."

Working hard and excelling have been my life's craft and passion.

Beginning my career as a server, where I ultimately became president of the publicly traded restaurant company after 21 years there, helped foster an appreciation and focus on deeply entrenched culture and standards of excellence.

I am proud of my journey and love that I get to play a small part in helping others do the same.

There is tremendous pride and passion in the Four Seasons mission and value system, it is simply wonderful to be a part of.

What is the biggest challenge in your work?

There are many near-term challenges in the hospitality industry, especially now post-pandemic.

However, long-term my team's biggest challenge is anticipating the future needs of our guests.

In most of our projects, we begin working on the curation of the restaurant and bar portfolio within the hotel as early as five years before opening.

Our success is driven by our ability to be forward thinking, bold and innovative in not only the design of the food and beverage outlets, but also the cuisines they feature and the format they are provided.

What is relevant today may or may not be as relevant in the future and our job is to always differentiate between trends that are fleeting versus ones that will stand the test of time.

What is your work priority for 2023?

We are focused on improving the single view of our guests from a restaurant and bar perspective.

Our restaurants and bars are an important gateway to the Four Seasons brand and serve as the heartbeat of many of our hotels around the world.

That said, many of our restaurants and bars also compete directly in the local dining scene and have become dining destinations in their own right.

Our efforts in 2023 focus around understanding the needs of not only guests staying in our hotels, but also guests who travel and live in the market and frequent our restaurants and bars. These groups are equally important to our overall business model and may not always have the same needs or communication preferences. This is a capability we want to further refine, and plan to do so through tech capabilities, CRM, data and insights, and more.

What is your proudest achievement in luxury?

Leading by example.

I have been fortunate along my career journey to have had many mentors that saw potential in my abilities and gave me the opportunity to learn and grow.

My most trusted mentor exposed me to the luxury sector and offered me the opportunity to serve as a friend, advisor and board member to Blackberry Farm.

But he also demonstrated early in my career that women have no career limits.

By the 1990s, he already had accomplished women on our board of directors, and most of his executive team, of which I was a part, were women.

For the last five years, I have been serving on the board of PFGC, a Fortune 200 public company.

And now at Four Seasons, I feel like I have joined yet another industry-leading organization that is committed to valuing inclusivity and belonging as a key differentiator in our success.

How do you see luxury evolving in 2023?

The concept of frictionless experiences is something I see emerging and evolving in 2023.

Luxury and ultra-luxury products and experiences are more costly than ever. The Cost of Living Extremely Well Index (CLEWI) took the biggest jump since 2008 and is nearly double the U.S. Consumer Price Index.

The luxury consumer is paying more for the same products and experiences, and frictionless moments are what will differentiate and balance the value equation in my opinion.

People with means are willing to pay for quality and excellence, but the need and expectation for accessing the product, service or experience easily and seamlessly that is what money cannot always guarantee.

At Four Seasons, luxury is truly our love language and that means delivering experiences that minimize friction and create those "forever" moments for our guests.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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