

Profile of George Quintana, CEO

Periods of significant change demand radical innovation and expertise from someone with the vision and the hands on experience to execute that vision. Seasoned executive George Quintana and his ReImagining Hospitality deliver in all respects.

Reimagining Hospitality is the culmination of George Quintana's 20+ years in numerous facets of the hospitality industry.

During the course of his career, CEO George Quinana has worked for some of the leading hospitality companies including Wolfgang Puck Catering, Aramark at its Great Western Forum (Kia Forum) and Staples Center (Crypto.com Arena) locations.

A formally trained chef from Le Cordon Bleu College of Culinary Arts, he has been involved in food, beverage, entertainment and catering, ranging from major 30,000 person events for a leading technology company to the prestigious Academy Awards on 10 occasions, to small intimate soirees for leading corporate executives and celebrities including every sitting president of the US since 2000.

While at Wolfgang Puck Catering, as Senior Manager/Director of Culinary Operations, George was responsible for the culinary execution at The Academy Awards and multiple other high profile events including American Food & Wine Festival, American Israel Political Action Committee (AIPAC), Jewish Federation of North America (JFNA), Amazon Web Services, and the MLB Fan Festival in Los Angeles and New York.

He also has unique expertise in managing the intricacies involved in events where strict dietary rules such as Kosher catering is required, working closely with a Rabbi that ultimately certifies such events.

But hospitality is more than food, and George's talent and experience are not limited to his role as a chef.

He was instrumental in opening and remodeling various venues to operate more efficiently and installing state of the art equipment. These include locations at Microsoft, NBCUniversal, Netflix, Apple in Culver City, the Rose Bowl and the Wolfgang Puck Test Kitchen, where Puck's universally applauded culinary delights are created.

George is skilled in directing day-to-day operations, event planning and management, and customer service across fine dining, catering, and the food & beverage entertainment industry. Proficient in a range of management functions such as creation and execution of financial reporting not limited to budgets and P & L, inventory management, menu planning, quality assurance, and regulatory compliance.

Earlier in his career George directed operations during two phases of the Los Angeles Convention Center renovation, opening the Honda Center, Staples Center, and StubHub Center. He directed operations during all events, including the 2000 Democratic National Convention, The X Games and the NBA and NHL All-Star Games.

He is an accomplished diligent professional with robust experience acquired over many years of delivering optimal results & business value driving operations and customer service in high-growth environments.

George excels in service excellence, ethics, and integrity in a customer-centric atmosphere. Exceptional mentoring skills coupled with proven abilities to work with cross-functional and multidisciplinary teams.

Now, the expertise that George Quintana has brought to such events and prestigious organizations is available to you, whether it is reimagining and strategizing a new enterprise, restaurant or major venue or being the point person who guides and coordinates your next major event.

George does not leave anything to chance so that your next high profile occasion will be one that you and your guests remember fondly.