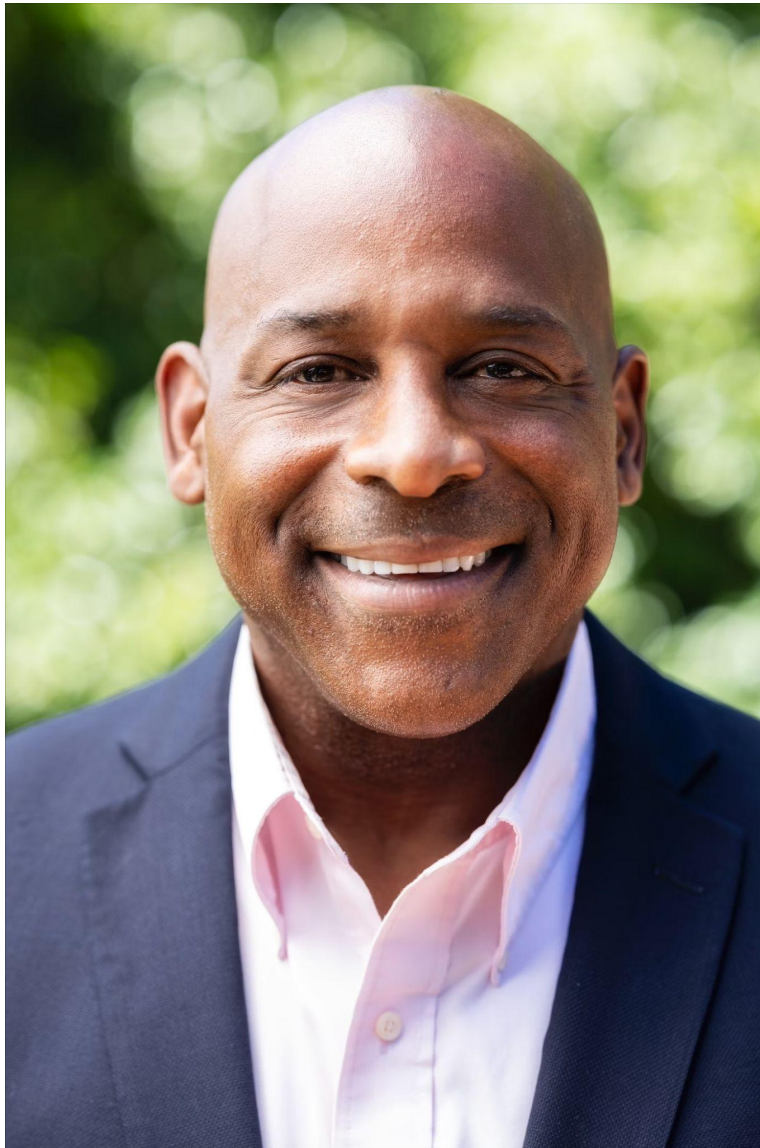


[HOME](#) > [BUSINESS](#)

## **Rancho La Puerta Appoints Eliezer Quiñones as General Manager**

Oct 9th, 2023



**Rancho La Puerta** in Baja, California, has appointed Eliezer Quiñones as its new general manager. A hospitality industry veteran with over two decades of experience, Quiñones will be leading the **award-winning resort** which spans 4,000 private acres of gardens, mountains and meadows.

With his vast knowledge of service and leadership standards, and proven track record of sustaining success and satisfaction at previous hotel brands, Quiñones is determined to continue to build on The Ranch's legacy and its recent residential development called The Residences at Rancho La Puerta.

Originally from Puerto Rico, his hospitality career began in the United States 25 years ago but grew and blossomed in Mexico, where he has opened [luxury resorts](#) and residences such as The Ritz-Carlton, St. Regis Hotels & Resorts, Auberge Resorts Collection, Capella Hotels & Resorts, TAFER Hotels & Resorts and The Luxury Collection. Most recently, he was the general manager for [Banyan Tree Group](#) in Valle de Guadalupe.

"We are pleased to welcome Eliezer to our Ranch family," said Sarah Livia Brightwood Szekely, president of Rancho La Puerta. "His expertise in the luxury hotel industry makes him the ideal fit for us. We look forward to seeing his positive impact on our guest experience, beloved community and nurturing the next generation of leaders at The Ranch."