

Rancho La Puerta Appoints Eliezer Quiñones as New General Manager

Rancho La Puerta | September 12, 2023



TECATE, Baja California, Mexico (September 7, 2023) – [Rancho La Puerta](#), the original destination wellness resort and spa in North America, is delighted to announce Eliezer Quiñones as its new general manager. A hospitality industry veteran with over two decades of experience, Quiñones will be leading the iconic award-winning resort which spans 4,000 private acres of gardens, mountains, and meadows.

“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.”

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.

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.

For more information on Rancho La Puerta, please visit www.rancholapuerta.com.