



## WILL GUIDARA

[Will Guidara](#) the New York Times best-selling author of [Unreasonable Hospitality](#) and the former co-owner of Eleven Madison Park, which was named Best Restaurant in the World under his leadership. A native of Sleepy Hollow, New York, Will has been immersed in the restaurant industry since the age of thirteen. A graduate of the School of Hotel Administration at Cornell University, Guidara began his dining room training at Spago Beverly Hills and attended culinary school in the north of Spain. He then went on to various roles throughout Union Square Hospitality Group, and from 2006, to 2012 acted as general manager of Eleven Madison Park.

Guidara is also the co-founder of the Welcome Conference, an annual hospitality-driven event held in Manhattan that brings together the best minds from the world of hospitality for a day-long discussion. In 2011, Will Guidara and Daniel Humm purchased Eleven Madison Park, and under their leadership, the restaurant received numerous accolades, including four stars from the *New York Times*, three Michelin stars, and in 2017 was given the highest ranking on the list of the World's 50 Best Restaurants. The restaurant also received seven James Beard Foundation awards, including Outstanding Service and Outstanding Restaurant in America.

In early 2012, Will went on to open the food and beverage spaces at The NoMad Hotel. At The NoMad New York, they received a three-star review from *The New York Times*, one Michelin star, and a James Beard Foundation award. In 2014, Will and Daniel opened The NoMad Bar, which has earned a top spot on the World's Best Bar list. In 2017, they opened Made Nice, a counter-service restaurant located in the NoMad neighborhood.

While running the restaurant Eleven Madison Park, Will Guidara discovered the remarkable power of giving people more than they expect, and used this idea of "unreasonable hospitality" to turn a struggling two-star brasserie into the #1 restaurant in the world. This radical reinvention was a true partnership between the kitchen and the dining room, creating memorable, over-the-top, bespoke hospitality.

Guidara believes every business can choose to be a hospitality business—we can all transform ordinary transactions into extraordinary experiences. In his presentations, Guidara urges us all to find the magic in what we do—for ourselves, the people we work with, and the people we serve. Will and Daniel have co-authored four cookbooks together: *Eleven Madison Park: The Cookbook*, *I Love New York: Ingredients and Recipes*, *The NoMad Cookbook*, and *Eleven Madison Park: The Next Chapter*. Guidara's best-selling book, *Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect*, was published in 2022.