

THE LAYLOW

AUTOGRAPH COLLECTION®
HOTELS

Robert Collin Friedl General Manager

Robert Collin Friedl is a personable, hands-on leader who brings 28 years of experience in hospitality management to The Laylow, Autograph Collection as its General Manager. Prior to The Laylow, he ran the day-to-day operations at various properties including boutique hotels, residence clubs and five-star luxury resorts. During his tenure, he was instrumental in planning and executing major hotel openings; The Laylow is now his third.

Friedl's most recent role was as General Manager of The Sebastian – Vail in Colorado, which won several top customer service awards under his leadership. *Conde Nast Traveler* readers voted the hotel the best in the West; it was named the top hotel in Colorado by MSN.com; and won TripAdvisor Traveler's Choice Award for 2016.

Prior to joining The Sebastian – Vail, Friedl spent more than a decade managing daily operations at hotels and residence clubs in Aspen, Colo., Naples and Palm Beach, Fla., and Kapalua Bay, Hawai'i for The Ritz-Carlton Hotel Company. While on Maui, he served as Resort Manager at The Residences at Kapalua Bay. Additionally, Friedl held various senior management positions at the Hard Rock Hotel San Diego, Delano Hotel in Miami Beach and L'Auberge De Sedona in Arizona. At each hotel, he increased profitability, boosted employee morale and trained and mentored team members.

Friedl began his hospitality career in his hometown of Nuremberg, Germany immediately following his military service. He worked as a front desk agent at The Montcalm Hotel London in England before earning his MBA. Friedl studied Hotel, Restaurant and Catering Management at a college in Germany that specializes in professional training in the hotel and catering industry.

Friedl and his wife are happy to return to their warm adopted home in Hawaii to raise their baby boy. When he's not working, Friedl enjoys learning about Hawaii's unique island culture. He stays active by swimming, paddle boarding and running. In fact, Friedl soon plans to run his first marathon.

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