

Application Form

Profile

Christopher

First Name

B

Middle
Initial

Hunsberger

Last Name

Email Address

Mobile:

Primary Phone

Alternate Phone

Home Address

Suite or Apt

Healdsburg

City

CA

State

95448

Postal Code

What Supervisory District do you live in? *

☒ District 4 Supervisor James Gore

Which Boards would you like to apply for?

Sonoma County Tourism Board: Submitted

Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

I've served in leadership roles in organizations and companies for 40 years, from 30+ years with Four Seasons Hotels and Resorts up through C-Suite positions, and my role more recently over the past 7 years building with my Co-founder and Partner, Charlie Palmer, Appellation Hotels & Resorts. Appellation is a small luxury hotel company based in Healdsburg committed to building and managing luxury hotels in Sonoma County and throughout other destinations in Northern California. Since moving back to Sonoma County, I've been committed stakeholder to not only the Hospitality community, but engaged in the community holistically from a tourism perspective.

Interests & Experiences

What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?

Ultimately as a future board member, my goal would be to help us bring together the key hotel and tourism stakeholders with a holistic message and mandate to build on the compelling and unique offering that Sonoma County has to offer. We have such a diverse ecosystem of offerings that sets us apart from other Wine country destinations in California. I welcome being a part of the solution to unifying this message, efforts, and resources of Key Sonoma County organizations, including SCT, Sonoma County Wine, Growers, Sonoma County Vintners, and other organizations and stakeholders to ensure our collective success.

[Christopher_B_Hunsberger_Resume_2025.docx](#)

Upload a Resume

Please Agree with the Following Statement

You agree that the following information provided above is truthful.

☒ I Agree

Demographics

Gender

☒ Male

Ethnicity (optional)

White

Occupation

Hotels & Resorts

Highest Level of Education. Select one of the following *

☒ College/University degree

Primary Language

christopher

Experience

Christopher B Hunsberger

Please list two local references below. Please provide their phone number and email address below.

Chad Hostetler - White Oak Design Consultants - ([REDACTED])
[REDACTED] Clay Mauritson - Maur [REDACTED] nery - ([REDACTED]) /
[REDACTED]

Community Service Experience

Luther Burbank Center for the Arts - Board / Former Vice Chair Board (8 years) Philanthropic supporter of numerous locally based charities / events including Goodwill (my wife serve on their board), Corazon Healdsburg, Pigs & Pinot, Project Zin, Healthcare Foundation Healdsburg, and others

Education

Cornell University School of Hospitality and Business with Honors BS

Employment

Makr Hospitality dba Appellation Hotels COO & Co- Founder Leading as the COO of Appellation Hotels founded six years ago in Sonoma County, developing and managing hotels in Northern California.

Commitment

□ Christopher B. Hunsberger

Objectives

To leverage my experiences, knowledge and passion to lead a progressive luxury hospitality focused company with a commitment to excellence, integrity, culture and innovation.

Education

Cornell University, School of Hotel Administration, Bachelor of Science, Cum Laude 1981

Wharton School of Business, Executive Education

Experience

HH Hospitality Advisors/ MAKR Hospitality

Chief Operating Officer
– Present

September 2016

Working with hospitality focused clients to further evolve their businesses with a focus on service and innovation, in addition to their core platform. The primary client throughout 2017 has been the Charlie Palmer Group working directly with Chef Palmer to build out a wine country hotel collection. Other clients include wineries, hotels and other vendors and suppliers to the hotel space. Started building a small collection of hotels with signed developments in Healdsburg (108 keys), Pacific Grove (225 keys), Morgan Hill (76 keys), Lodi (66 keys), Sun Valley (83 keys), and Park City (120 keys)

RH (Restoration Hardware)

President Hospitality
September 2016

February 2016 –

Responsible for envisioning and starting up Restoration Hardware's brand extension into hospitality. Overall mandate to create restaurants and wine bars in new design galleries, small boutique hotels to compliment key markets, and broaden the reach of the Ma(i)sonry wine concept – all to be accretive to the RH brand.

Four Seasons Hotels and Resorts:
Executive Vice President Human Resources
December 2015

January 2015 –

Responsible for leading the people and culture for global luxury hospitality company. Received employer of choice awards, reorganized human resources and support structure, and launched new global initiative on Women in Leadership, and achieved highest level of overall employee engagement in the company's history.

President, The Americas

December 2013

- January 2015

Responsible for the oversight of 40 luxury resort and business hotels in North and South America, providing a seamless leadership transition, including successful launch of the new flagship Four Seasons Orlando. Achieved banner financial performance while developing positive owner relationships.

Executive Vice President Product and Innovation

June 2011 -

December 2013

Responsible globally for Food and Beverage, Rooms, and Spa functions, product development, and for fostering organizational innovation. Strong focus on driving food and beverage financial results by launching new management platforms, concept development and local accountability. Created and launched a renewed focus on innovation throughout the organization by driving property- and corporate-level initiatives. Led and delivered global initiative on Reimagining the Guest Experience leading to new physical product, technology and service standards. In recognition, the company received the Cornell Hospitality Innovator Award in 2012.

Senior Vice President, The Americas

June

2007 - June 2011

Responsible for oversight of 20 luxury resort and business hotels in North and South America during one of the most challenging economic times in the industry. Worked collaboratively with all key internal stakeholders and ownership groups to work through the downturn, maintaining the service delivery and people culture of the organization while rethinking the business model and maintaining profitability.

Regional Vice President and General Manager

January

2000 - June 2007

Responsible for managing day-to-day operations of the Four Seasons Georgetown and providing regional oversight of six other hotels in North America. In partnership with ownership, led a \$35M renovation of this iconic property to successfully reposition it as Washington's only Five Star, Five Diamond property. Subsequently partnered with the Mina group to launch Bourbon Steak DC, one of the most successful restaurants in the brand.

General Manager, Four Seasons Resort Aviara (San Diego)

June

1995 - January 2000

General Manager, Four Seasons Houston

September

1992 - June 1995

Hotel Manager, Four Seasons Toronto

August 1987 -

September 1992

Hotel Manager, Ritz Carlton Chicago

September

1983 - August 1987

Management Trainee, The Pierre Hotel

July 1981 -

September 1983

Boards

- ▶ Georgetown Business Improvement District
2003 - 2013
- ▶ Theatre Washington / Helen Hayes Awards
2010 - 2014
- ▶ Cornell University Pillsbury Institute for Entrepreneurship
2011 - 2018
- ▶ Gundlach-Bundschu Winery, Advisory Board
2014 - present

- ▶ The Luther Burbank Center for the Performing Arts Board
2015 - present
- ▶ Mauritson Winery
2019 - present