

## **Will Guidara- Restaurateur & Author of Unreasonable Hospitality**

Will Guidara is the author of the National Bestseller *Unreasonable Hospitality*, which chronicles the lessons in service and leadership he has learned over the course of his career in restaurants.

He is the former co-owner Eleven Madison Park, which under his leadership received four stars from the New York Times, three Michelin stars, and in 2017 was named #1 on the list of the World's 50 Best Restaurants.

He is the host of the Welcome Conference, an annual hospitality symposium that brings together like minded people to share ideas, inspire one another, and connect to form community.

A graduate of the hospitality school at Cornell University, he has coauthored four cookbooks, was named one of *Crain's New York Business's* 40 Under 40, and is the recipient of *WSJ Magazine's* Innovator Award.