

ROSEWOOD



FRIEDRICH VON SCHÖNBURG **GENERAL MANAGER OF ROSEWOOD VILLA MAGNA** **AND REGIONAL VICE PRESIDENT**

Friedrich von Schönburg was introduced to the world of luxury hospitality at an early age in Marbella, where his father was the first General Manager of the iconic Marbella Club. Friedrich studied Business Management at the prestigious École hôtelière de Lausanne in Switzerland, during which time he gained work experience at some of the world's most luxurious hotels, including Le Bristol in Paris, El Palace in Madrid, Puente Romano Beach Resort in Marbella, and Design Hotels in Berlin and London. Upon graduating in 2008, Friedrich joined his sister Sophie von Schönburg to support her in launching Culdesac Experience (now Signe Creative House), an international events and communications company. However, his passion was always with the world of hotels, so he decided to move to London where he started working at COMO Metropolitan London. Later he joined the team at The Savoy for its much-anticipated reopening. Three years later, he joined Rosewood Hotels & Resorts as Director of Guest Relations at Rosewood London, the group's first European property. Friedrich went on to lead the rooms division at such iconic hotels as The Connaught and Claridge's. Then in 2019, after 10 years in London, he returned to Spain to join El Palace Barcelona as Hotel Manager, and later General Manager after a successful repositioning strategy of the hotel. In August 2022, Friedrich von Schönburg returned to Madrid as General Manager of Rosewood Villa Magna. In January 2025 he was appointed Regional Vice President "I am extremely excited to return to the Rosewood family and lead this incredible, newly refurbished property in Madrid, the capital of the country I call home."

Friedrich is passionate about the hotel industry and has hospitality in his DNA, "Since leaving Rosewood London in 2016, having been part of their opening team, I have followed every step and opening of this incredible collection of hotels. There is no property I could be more excited about leading than Rosewood Villa Magna, here in Madrid, one of the most vibrant and exciting cities in Europe. I look forward to working closely with the team and our associates around the world to represent Rosewood's values and philosophy."