

**Oetker Collection announces the appointment of Emanuela Setterberg Di Vivo
as Managing Director of The Vineta Hotel, Palm Beach –
Set to Open Q4 2024**



*With over 28 years of multifaceted luxury global hospitality experience,
Emanuela Setterberg Di Vivo will lead The Vineta Hotel,
as Oetker Collection drops anchor Stateside with its first U.S. opening*

April 2024 – [Oetker Collection](#) is delighted to announce that Emanuela Setterberg Di Vivo has been appointed Managing Director of its first North American Masterpiece Hotel, [The Vineta](#), which will open its doors Q4 2024. Setterberg Di Vivo will commence her role on 22 April 2024.

With a career in the luxury hospitality industry spanning almost three decades, Setterberg Di Vivo brings with her immense experience in the international luxury hotel space. Covering various leadership positions, She has worked for renowned international luxury hotel brands, including Four Seasons, Ritz Carlton, Bulgari Hotels, Ferragamo, Rosewood, Dorchester Collection and One&Only. Her career thus far has seen the Swedish native gain true global perspective with tenures in Dubai, London, Tokyo, Milan, Tuscany, Lisbon, New York, Atlanta, and Beverly Hills. Most recently, Setterberg Di Vivo served as General Manager of One&Only The Palm in Dubai, where she was responsible for overseeing and directing 400 employees (across 47 different nationalities), 100 rooms, three restaurants, including a 2 Michelin-starred offering – one of just two in the city, and an award-winning spa.

Setterberg Di Vivo’s highly distinguished reputation and phenomenal career trajectory has seen her receive nationally and internationally recognized awards for exceptional accomplishments in the luxury hotel management space. This includes recognition as one of Hotel & Catering News Middle East’s *Top 40 Hospitality Heavyweights* and being featured on Hotelier Middle East’s *General Manager Power List 2023*.

Of her new appointment, Setterberg Di Vivo comments: *“I am thrilled to join Oetker Collection, a brand I have long admired, and embark on my role as Managing Director of The Vineta Hotel. It is a beautiful and intimate property which has all the ingredients to become one of the most iconic hotels on the East Coast of America and I believe my vast international experience will enable me to lead the teams of this special property to deliver an impeccable guest experience. We very much look forward to opening its doors, welcoming both our local Palm Beach community and guests from all corners of the world.”*

Timo Gruenert, CEO Oetker Collection adds: *“As we celebrate Oetker Collection’s entry into the U.S. market with the forthcoming opening of The Vineta Hotel in Palm Beach, we are delighted that the teams at our new masterpiece hotel will be guided by Emanuela as Managing Director. She is renowned as an exemplary and positive leader, and we trust that she will perfectly convey our brand values and very highest level of service with meticulous attention to detail that our beloved guests will expect from our American debut.”*

Uniting once more with owner-partners Reuben Brothers – following the success of the opening of Hotel La Palma in Capri in summer 2023 – Oetker Collection is taking its European hospitality ethos to the U.S. for the first time. Paying homage to the hotel’s legacy, Oetker Collection is bringing back the Vineta name that the property held for over 50 years, heralding a bold new chapter in the building’s nearly 100-year history. With its distinct, chic pale-pink façade, The Vineta, just off tony Worth Avenue, is a quintessential example of Mediterranean Revival architecture for which Palm Beach is famed. The landmark building is currently being restored as part of a top-to-toe renovation, led by Paris-based interior designer, Tino Zervudachi.

About Oetker Collection

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and Villas in Europe, the UK, Brazil and the Caribbean. Located in the world’s most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the Collection’s mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties.

The current portfolio includes Hotel du Cap-Eden-Roc in Antibes, Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Château Saint-Martin & Spa in Vence, The Lanesborough in London, L’Apogée Courchevel, Eden Rock-St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva, Hotel La Palma in Capri (opened Summer 2023), The Vineta Hotel (opening Q4 2024) and more than 200 private villas and estates around the globe.

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OETKER COLLECTION

Masterpiece Hotels



L'APOGÉE
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA
CÔTE D'AZUR – VENCE – FRENCH RIVIERA



JUMBY BAY ISLAND
ANTIGUA – WEST INDIES



BRENNERS PARK-HOTEL & SPA
BADEN-BADEN



EDEN ROCK
ST BARTHS



THE LANESBOROUGH
LONDON



THE WOODWARD
GENEVA



HOTEL LA PALMA
CAPRI



LE BRISTOL
PARIS



THE VINETA HOTEL
PALM BEACH



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



PALÁCIO TANGARÁ
SÃO PAULO