

Bert J. Seneca

General Manager, The Beverly Garland Holiday Inn

Bert Seneca brings more than 25 years of experience and expertise in the hospitality industry to his current position as general manager of The Beverly Garland Holiday Inn in North Hollywood, California. Prior to joining the Beverly Garland family in May 2005, Seneca worked with Airtel Plaza Hotel in Van Nuys, Calif. for 14 years, most recently serving as vice president and general manager of the hotel.

Seneca began his hospitality career in his native Southern Louisiana while attending the University of Southwestern Louisiana. Working his way through college, he joined a property management team and oversaw the construction and grand opening of the Holiday Inn Holidome in Lafayette, Louisiana, fueling his passion for the hospitality industry. After graduating with a degree in accounting, he focused his hospitality expertise on restaurants, successfully opening his own endeavors in Beaumont, Texas and New Orleans, Louisiana. In 1987, he moved to Los Angeles to further pursue his career and passion in the hospitality industry, taking with him his Southern hospitality and desire for success.

Passionate about his community involvement, Seneca is an active member of several organizations in the San Fernando Valley. In addition to keeping Beverly Garland's legacy alive in the North Hollywood community, he currently serves on the board of directors of the Greater San Fernando Valley Chamber of Commerce, where he held the position of chairman of the board in 2003-2004. Seneca is also currently the chairman of the board of the San Fernando Valley Conference & Visitors Bureau and sits on the boards of the Economic Alliance of the San Fernando Valley, Valley Industry & Commerce Associations and Universal City North Hollywood Chamber of Commerce.

Seneca resides in Santa Clarita with his wife Tracy and their two daughters, Kandyce and Danyelle.

###