



# The Hotel School

## Cornell SC Johnson College of Business

Bradford  
Lecturer

255C Statler Hall  
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School of Hotel Administration  
Cornell SC Johnson College of Business

25 May 2019

Dear Recipient –

Recently, Alvaro Alvarez asked that I write a letter of recommendation for him – a very easy task for me. I have known Alvaro for the past six years - initially as a student of mine and since then as a professional and a friend.

During his final year of the Cornell University Architecture program, he immersed himself in my Hospitality Facilities Design course. An ingrained passion for hospitality and curiosity about hotel design brought him to the course. He brought a very high level of design to the course in intellectual exploration, enthusiasm for pushing the envelope, and quality of the work produced. For me, that experience was singular in my time teaching at Cornell – it pushed me to new and higher levels of curiosity for my own pursuits in design and hospitality.

He asked that I participate in ad hoc critiques of his architectural thesis – also a hotel - an experience that extended our already established academic relationship into the realm of what would clearly be a professional relationship in the future. Alvaro brought a richness and depth of exploration in his thinking and design that most professors can only hope to contribute to but a few times in their career.

Alvaro began his dream position with Rockwell Group after graduation and we have stayed in touch throughout the past several years with check-ins and visits. He has been a guest lecturer in two of my courses and brought a solid and grounded presentation of the architectural professional he is.

As Alvaro embarks on the next chapter of his career, I am confident that any organization he engages with will benefit on an unexpected scale. I say this from both a professional and personal view. Professionally, Alvaro contributes at a very high and productive level. Personally, he gives so much of himself, that, while it is hopeful to see such dedication, one can become concerned at the level of such focus and passion. He takes very little lightly and always makes what he is doing a solid and significant endeavor.

I stand by ready to answer any questions about Alvaro's work, productivity, leadership, character and ethics. Any organization will be lucky to have him as a part of their own endeavors.

Respectfully Submitted,

**Bradford W**

Cornell University | SC Johnson College of Business  
School of Hotel Administration

Gregory K  
Partner  
Rockwell Architecture,  
Planning and Design, P.C.  
5 Union Square West  
New York, New York 10003

## rockwellgroup

May 3, 2019

To whom it may concern:

It is with great pleasure that I have the opportunity to write this letter of recommendation for Alvaro Alvarez. I had the pleasure to see Alvaro grow in my studio over five years, from the position of intern to full-time architect. His immense drive to learn and his curiosity to experience as much as possible about being an architect was like no-one else I've ever worked with before. He never said "no" and always committed himself to doing the best job possible even if it meant jumping into the deep end of something he did not know. But what I admired most about Alvaro was his kindness and generosity. He always greets you with a smile and a humbleness that makes others around him want to collaborate and work with him. His integrity and hardworking attitude always paid off for the project and this was evidenced by our clients' trust in him. Alvaro grew very quickly at Rockwell Group and was given the position of managing a complex resort in Mexico and he met this challenge head-on with fervor and excitement.

We are a better studio because of Alvaro and I would hire him back in a heartbeat. I strongly recommend him without hesitation for whichever position you may be considering for him.

Greg KAIA  
Partner  
Rockwell Group



October 15, 2019

To Whom it May Concern,

It is with great pleasure I write this letter of recommendation for Alvaro Alvarez. I have gotten to know Alvaro these past years after working on the 15 Hudson Yards project together; from the early design stages of kitchens and baths, through the full construction and final grand opening. He has an admirable work ethic, and an incredible attention to detail. Alvaro's exponential growth in this process has earned our praise, as well as that of his colleagues.

Throughout the design and construction process of 15 Hudson Yards, knowing Alvaro was reviewing all construction documents brought a strong peace of mind given his unmatched thoroughness, and well-timed design intuition. As a client, some of the qualities that we look for in an architect are well-structured organization and clear coordination; Alvaro embodied these qualities and raised the bar for all of our other consultants, often referencing them to Alvaro's work as a standard of our high expectations. Particularly successful was a set of finish diagrams that Alvaro created - he was able to clearly communicate the project's complexity in all scope areas, and distill it visually so that other consultants could understand it.

The final project was praised by all; Alvaro's performance in it ranged from all scopes and he was always knowledgeable of every single piece - from ventilation details and wood veneer diagrams, to electricity devices coordination and stone-sample reviews. In any meeting he was present, whether he was hosting it or attending it, Alvaro always helped bring a sense of clarity to any situation, no matter how complicated or stressful, and always with a positive and cordial attitude. Alvaro always had discussion items prepared in every meeting, clarified what the object was, and did due diligence in following up afterwards with all stake holders. He was always able to successfully coordinate among tens of consultants, multiple set of documents, and all in a fast-paced, ever-changing project.

Alvaro always put the needs of the project first and it was evident in the way he spoke and how he prioritized his work. In time, my trust in Alvaro grew tremendously and it would be my wish to work with someone like him in future projects. It was inspiring to see such a young designer care so much for his work. No doubt Alvaro will thrive in his next endeavor - any team would be lucky to have him. I know we were.

Please feel free to reach out with any questions!

Best,

Tory S  
Director of Interiors  
Related Hospitality  
60 Columbus Circle  
New York, NY 10012

Wesley Rogers  
New York, NY 10024

June 1, 2019

To Whom It May Concern:

It is with great pleasure that I write this letter of strong support for Alvaro Alvarez, a man of character, conscience, and trustworthiness. Mr. Alvarez has been a great friend of mine for many years, and I know that in whatever role he may take in your organization, he will carry himself with the unchanging dependability that he has always shown me and those who have worked with him.

When I first met and became friends with Mr. Alvarez, over nine years ago, we were both students at Cornell University. Aside from his ease of personality, what struck me most about him was how he was always able to maintain his responsibilities and obligations to the myriad organizations and jobs he had during the semester while also taking classes. I was always so impressed that the long hours he put into working on his projects in the architecture studio did not prevent him from not only working at the Statler Hotel, but also being given a leadership position at the annual Hotel Ezra Cornell Conference by his peers.

I am glad to count Mr. Alvarez as a friend, and for several years I was also lucky to have him as a roommate. We were two among a group of six Cornell students, a mix of architecture and pre-medical students, who shared an apartment. During this time, we chose Mr. Alvarez, the most dependable and reliable among us, to be the designated point person for matters of rent management, such as making sure our checks were in on time, utilities were paid, and all the required chores occurred. This is not always an easy job when dealing with college kids, but he thrived and more than earned our trust in him.

As a friend to Mr. Alvarez while he has worked in the often-intense world of architecture and design in New York, it has been a pleasure to see how he has thrived as not just a designer, but as a manager as well. I have had the privilege of not only seeing the fruits of Mr. Alvarez's design labor in person, but also of speaking with his colleagues at Rockwell Group, who have said in no uncertain terms that he is truly a great manager and colleague. At Rockwell, Mr. Alvarez was given the opportunity to manage projects, a responsibility usually only given to those far his senior, and he performed with aplomb.

It cannot be overstated that Mr. Alvarez has consistently demonstrated the same character and reliability throughout the years I have known him. He has always had the trust of his friends and his colleagues, and when given positions of responsibility, he has always rewarded that trust. I am lucky to call Mr. Alvarez my friend, and I know that you would be lucky to have him in your organization in any role.

Sincerely,

Wesley Rogers, MD

Rockwell Architecture,  
Planning and Design, P.C.  
5 Union Square West  
New York, New York 10003

## rockwellgroup

24 of December of 2019

Re: Recommendation Letter for Alvaro Alvarez

To Whom It May Concern:

I would like to express my support in Alvaro Alvarez. By displaying diligence, honesty, and passion, he has become my definition of an exemplary practitioner and colleague.

Entering into my first day at Rockwell Group, I clearly remember Alvaro approaching me with a wide smile and inviting me to join the team he led for a large prestigious hotel resort. That wide smile would from then on out be the constant in each hurdle, twist, and leap the project would take. The project was not spared from the unpredictable storms that our industry weathers, and Alvaro navigated the waters with grace and an undiluted enthusiasm, even when it was clear that others were getting weary. He bore the passion, vigor, that is expected from someone his age, but also the rare resilience and determination of someone much more experienced. This strength was appreciated by both team members and clients alike.

Perhaps one of the best traits of a project manager is simple accessibility. With each promptly answered email and every scheduled meeting, he is unconsciously building up trustful relationships. He conducts each relationship with attention and an approachable spirit. He is present. Amongst the team, he is uninhibited to give, as well as receive advice and correction as needed. Such transparency being put into practice, creates an open dialogue and efficient work environment. Unlike those who listen with the intent of replying, he listens with the intent to understand.

What truly showcases Alvaro as outstanding is that he portrays a confident humility in leadership. Open to feedback, and grounded, he is someone those who come in contact will respect. I conclude this letter of recommendation with a note of gratitude for knowing someone who will not only achieve all his goals, but will lead others to do the same.

Sincerely,

Jessica Y