



SPONTANEOUS COMBUSTION

Impulsive New York developer Hank Freid found success by following his gut

For more than 30 years, Hank Freid, CEO and founder of the Impulsive Group, has been a successful developer of luxury and boutique hotel properties in New York City. He recently expanded his holdings to incorporate yachts for charter. He plans to create packages that integrate these yachts with his hotels, incorporating helicopters and private jets to take his guests between them. Freid is currently developing a four-and-a-half-star lifestyle hotel on West 47th Street called Sanctuary, and he has three other hotels in Manhattan: the Ameritania Hotel in Midtown, and the Marrakech Hotel NYC and the Broadway Hotel on the Upper West Side.

Hometown: New York, New York

Profession: Hotelier and real estate developer

Current yacht: A 120-foot Norship called *Impulsive*, an 82-foot Sunseeker Predator called *Impulsive Too* and a 32-foot Intrepid. *Impulsive* is a beautiful, newly refitted and fully staffed (including a Michelin star chef) charter yacht that is currently in the Mediterranean.

First boat: I shared a 20-foot boat with my best friend, and we would drive it to the waters of Long Island to water-ski.

Where's that boat now? My friend took it upstate for the weekend one time. Along the way the engine conked out. Luckily a tugboat came to what he thought would be the rescue. The tugboat threw him a line, and he tied off and climbed aboard the tug. In all the commotion he never turned to check on our boat and did not discover until they reached land that our boat had taken on water and was being towed the entire way underwater. That was the end of that boat!

Who's your closest boating buddy today?

My son, Brandon

What do you consider your greatest professional achievement? Building my business from nothing

If you had another pass at a career, what would you be? A movie star

Weekday wake-up time: 7 a.m.

Hobbies other than boating: Tennis and music

Last book read: *Fun with Dick and Jane* in first grade. With all the reports, surveys and e-mails I read every day, I never end up having time to read recreationally.

Favorite dance music: It all depends who my partner is, but I do enjoy sixties music. The lyrics are better and have more meaning.

Proudest moment: Has got to be my daughter and son being born

Favorite movie: *Only You*. I fell in love with the Amalfi Coast and Capri after I saw that movie. I became so infatuated that I waited until the credits rolled to see where it was filmed and was there two weeks later. Now I go back every summer. It's the most romantic place, and I guess I'm a romantic at heart.

Preferred wheels: I love the open feeling and "vroom" of my Ferrari.

Favorite wristwatch: Patek Philippe Nautilus

Favorite clothing designer: It changes every year, but this year it's a shirt made by Bogosse. I like wearing stuff you don't see all over the place.

What's your everyday look? Jeans and a nice dress shirt. I only wear a suit when I need to—weddings, bar mitzvahs and bank meetings. It's good to be the boss.

Favorite cruising grounds: South of France and Italy

Favorite sport: I love tennis and especially enjoy going to the U.S. Open every year.

Favorite port: Porto Cervo, in Sardinia, and Saint-Tropez

Latest impulse purchase: I just acquired a new property in Manhattan that I'm planning to develop into a luxury hotel. I'm a spontaneous guy, and I do a lot of impulsive things. My company is even called Impulsive Group.

Ideal day: Spending the day with my children and grandchildren on my boat in Sardinia. My little one, Logan, has been on boats since he was 15 months!

First job: I had lots of them. Previous light-years ago, I was a waiter, a lifeguard and even a shirt designer. I was out of work in my early twenties, and while I was looking for a new career, I drove a taxicab for a few months. In those days, it was a very cool thing to do. I had conversations with many interesting people. I met a lot of girls that way.

Best job: Doing what I do now: telling everyone else what to do. Maybe in my "other" life, I should be a director, not a movie star.