

Edward Pulsifer

Director of Sales and Hotel Historian, La Fonda on the Plaza

Albuquerque native Edward Pulsifer has 40 years of hospitality experience in New Mexico. His career spans hospitality sales and marketing across branded hotels, independent properties and the Albuquerque Convention and Visitors Bureau. Most recently, he held several leadership roles at Heritage Hotels and Resorts, including as vice president of sales and marketing.



Pulsifer serves on the board of the New Mexico Hospitality Association, where he was the chairman in 2015, and is a board member of the Santa Fe Chamber of Commerce. His contributions to the industry have earned him recognition as New Mexico Hospitality Professional of the Year in 2016, induction into the New Mexico Tourism Hall of Fame in 2019, and the distinction of being named Historic Hotels of America Historian of the Year in 2023.

He is currently the director of sales and hotel historian at La Fonda on the Plaza, where he continues to share his passion for New Mexico's rich hospitality and history.