



**Urban Land
Institute**

ULI Spain
Annual Conference 2024

8 - 9 of May | Madrid
Lázaro Galdiano Museum | IE Tower

ANNUAL CONFERENCE 2024
8 – 9 MAY 2024 | SPAIN, MADRID



Spain

THRIVE ON CHANGE

spain.uli.org | [#ULISpainAC2024](https://twitter.com/ULISpain) | [@ULISpain](https://twitter.com/ULISpain)

ULI Spain Annual Conference 2024

8 - 9 of May | Madrid

What's on the program?

Welcome to the ULI Spain 2024 Annual Conference.

This year conference will offer open dialogue, keynote presentations, and thought leadership with real estate and urban development leaders from Spain and Europe, leveraging the ULI global community of over 45,000 members. The event will bring together over 300 ULI members and a professional community of developers; investors; urban planners; designers; public officers; and other market influencers united to shape the future of the built environment for transformative impact in communities worldwide.

Spain's Annual Conference aims to focus on best practices and first-hand insights from real estate and urban development leaders across Spain and Europe.

Real Estate is currently facing a challenged financing market, while still urgently having to fight against climate change and ensuring decent housing for all. But more structurally, the evolution of long-term drivers such as geopolitics, demographics, technology, and end-users' expectations, are an extraordinary opportunity for key players to accelerate change towards a more diverse, sustainable, user-centric, and profitable Real Estate.

Where industry leaders unite to shape the built environment

Enjoy the conference!

Alberto Valls. Chair, ULI Spain

Bárbara Recio Pelayo. Executive Director, ULI Spain



ULI's mission: Shape the future of the built environment for transformative impact in communities worldwide.

Programme

DAY 1 / 8 MAY at Lázaro Galdiano Museum (Access by Calle Serrano, 122)

18:00 Reception and Registration

18:30 Welcome and Introductions ULI Spain

18:45 Keynote Speaker: 'Towards Urban AI'. Hubert Beroche. *Founder, Urban AI*

19:15 Pedro De Churrua II Edition Award Ceremony

19:45 - 23:00 Networking Cocktail at Lázaro Galdiano Museum gardens

DAY 2 / 9 MAY at IE Tower – Torre Caleido (Access by Calle Monforte de Lemos, 9)

08:30 - 09:20 Reception and Registration

09:20 - 09:30

Welcome and Introductions

Alberto Valls. *Chairman, ULI Spain (Urban Land Institute)*

David Jeffrey Goodman. *Dean, ie School of Architecture & Design*

09:30-11:00 SESSION I - Setting the scene: 'A fractured look.'

09:30 Global Shifts: Geopolitics Uncharted Territory. Navigating a geopolitical recession.

Keynote Speaker. **Manuel Muñiz.** *Provost, ie University. Dean of ie School of Politics, Economics & Global Affairs.*

09:45 – 10:15 Macro-Economic Outlook

Macro: Macro Environment and effects on the global property industry in general.

Keynote Speaker: **Simon Durkin.** *Global Head of Real Estate Research and Strategy for Equity Private Markets, BlackRock*

10:15 – 11:05 Panel. Real Estate Capital markets.

How are the Macro economic outlook and the geopolitical recession affecting Real Estate investments in Europe and in Spain. How investors should adapt to a new economic normal. Spain emerges as a key player in the real estate market, and the opportunity in Europe.

Speakers:

- **Vanessa Gelado.** *Senior Managing Director and Country Head of Hines' operations in Spain, Hines*
- **Javier Arús.** *Senior Partner, AZORA*
- **Miguel Pereda.** *Vice Chairman, Lar España. Executive Chairman, Grupo Lar*
- **Javier Solís.** *Managing Director. Head of EMEA - Real Estate AM, Goldman Sachs*

Moderator: **Simon Durkin.** *Global Head of Real Estate Research and Strategy for Equity Private Markets, BlackRock*

11:05-11:50 SESSION II - Decarbonization. Accelerating change. Road to Zero.

The importance of environmental, social and governance (ESG) matters in the real estate industry continues to grow.

While the economics of decarbonization -high construction costs and labor shortages—are causing headaches for investors, there.

is strong agreement about the importance of ESG credentials to future real estate capital values. Is ESG a value driver for real estate?

How does it impact asset value? Has there been a Shift of mindset from debate to action. What are the challenges and opportunities with ESG?

11:05-11:10 ULI Europe C Change Initiative

Keynote Speaker: Olivia O'Brien. *Research Director, ULI Europe.*

11:10- 11:50 Panel. Accelerating Change. Road to Zero.

- The cost of decarbonization
- European regulations – EU taxonomy
- Physical Climate Risk
- Responsible investing. green real estate financing products
- Renewable energies

Speakers:

- **Daniel Chang.** Managing Director and Head of Europe ESG, Hines
- **Ana Cunha.** Strategic Sustainability Advisory and CSR Director, Deerns Group
- **Felipe Pérez.** Head of Spain, Primonial REIM
- **Paul Kennedy.** PhD, Portfolio Manager and Head of Portfolio Strategy, European Real Estate Group, J P Morgan Asset Management.

Moderator: Olivia O'Brien. *Research Director, ULI Europe*

11:50-12:15 Coffee Break

12:15-12:20 Speaker: Juan Velayos. *Chairman, The District.*

12:20-13:05 SESSION III - AI & Digitalization.

12:20-12:25 Speaker: Carlos Olmos de Frutos. *Founder, OX & uDA (Acquired by Alantra) & ULI Spain Executive Committee.*

12:25 – 13:10 Panel. Adapt for success: How to thrive in an everchanging world.

• AI & Technology has set a new pace of change for business and opportunities. Recent crises have also tested our ability to adapt fast. However, it is still difficult for companies to stay ahead of the game. We discuss how technologies are intended to leverage proprietary. data and artificial intelligence to better inform investment decisions and improve processes.

• Innovation triggers disruption: new paradigms, with a vision of how to do things differently approaching leads to new business models and therefore new companies that are difficult to classify according to traditional parameters.

• Today, we revolve around companies leveraged in technologies that have triggered these new paradigms.

They are just the tip of the iceberg of what is coming in the next 10 years.

Speakers:

- **Naqash Tahir.** *Executive Director of Research & Development and Investments at RealAssetX, PGIM Real Estate.*
- **Miguel Nigorra.** *Partner and Co-Head of the Europe Team, Fifthwall.*
- **Adam Burstow.** *Business Development Executive, Amazon Web Services.*

Moderator: Francisco Luis Machín. *Chief Data Officer, ie University.*

13:10-13:55 SESSION IV - City Transformation.

13:10-13:20 Introduction: **Myriam Inmaculada Peón.** *General Director of the Office for the New General Urban Planning of Madrid.*

Urbanism, Environment, and Mobility Department, Madrid City Council.

13:20 – 14:05 Panel. City Transformation

Leaders in Urban regeneration from Spain and European cities discuss how to make cities more resilient, equitable places from a social, environmental, and economic perspective, especially post-pandemic and considering the growing urgency to address climate change. We will discuss urban regenerations, transformational projects on the commercial cores of our great cities. How are cities evolving?

Speakers:

- **Adolfo Ramírez-Escudero.** *CEO, CBRE España & Divisional President LATAM.*
- **Sofie Verstraete.** *Chief Development Officer, Revive.*
- **Javier de Pablo.** *co-CEO, DEEPLABS*
- **Miguel Hernández.** *Director of Strategy and Corporate Development, CREA Madrid Nuevo Norte*
- **Flavio Tejada.** *Director of the Masters in Real Estate Development, ie University. Director, Arup*

Moderator: Cristina Mateo. *Associate Dean, ie School of Architecture & Design*

14:05-14:10 Closing of the Conference.

Alberto Valls. *Chairman, ULI Spain (Urban Land Institute)*

14:10 **Vino Español**

14:30 **VIP Lunch (invite only)**

16:00 **Amazon WS - AI Workshop.** (CEPSA Tower)

 **Spain Annual Conference 2024**

GOLD SPONSORS


SILVER SPONSORS


BRONZE SPONSORS


PEOPLE PARTNERS


Speakers Bio



Hubert Beroche
Founder
Urban AI

As the founder of Urban AI, Hubert Beroche institutionalized the study of urban artificial intelligence, and has built a large, global network of technologists, municipalities, start-ups, researchers, and other urban practitioners who interact with artificial intelligence in urban contexts.

He collaborated with several worldwide cities and urban stakeholders to design and implement Urban Artificial Intelligence.

He is the author of several pioneering works in this field.

He is also a Lecturer at Sorbonne Université, Co-Founder of AI for Tomorrow and has a background in Urban Economics, Climate Policy, and Management.



Manuel Muñiz
Provost of **ie University**.
Dean, **ie School of Politics, Economics and Global Affairs**

Manuel Muñiz is the Provost of IE University in Madrid and a Professor of Practice of International Relations. He is a key contributor to IE's strategic development, and responsible for its international expansion and strategic alliances. He is also the Dean of IE's School of Politics, Economics and Global Affairs (SPEGA).

In June 2023 he was elected President of the Association of Professional Schools of International Affairs and a Senior Fellow at Brookings' Foreign Policy Program.

2020-2021 he was State Secretary (Vice Minister) at the Spanish Foreign Ministry.

2015-2017: Director of the Program on Transatlantic Relations at Harvard University's Weatherhead Center for International Affairs.

2017-2020: Senior Associate at Harvard's Belfer Center for Science and International Affairs.

He holds a JD (Law) from Complutense University, an MSc in Financial Markets from IEB, a Master's in Public Administration from Harvard's Kennedy School of Government, and a PhD in International Relations by Oxford University.



Simon Durkin
Global Head of Real Estate Research, Strategy and Portfolio Analytics
BlackRock

Simon Durkin is Global Head of Real Estate Research and Strategy for Equity Private Markets at BlackRock and has over 25 years' experience in real estate strategy and research. At BlackRock Simon works alongside investment teams, portfolio management and clients, advising on investment strategy, authoring thought leadership, and articulating house views. Simon also sits on the Global and European Real Estate Investment Committee's.

At BlackRock Simon is closely aligned with the BlackRock Investment Institute leveraging the firm's vast expertise and knowledge, generating proprietary research to provide insights on the global economy, markets, geopolitics, and long-term asset allocation.

Previously he was Head of Research for BNP Paribas Real Estate and Head of Real Asset Research & Strategy at DWS.

Simon studied Real Estate Investment and Finance at City University London and was awarded an MBA at Warwick Business School.



Vanessa Gelado
Senior Managing Director and Country Head of Spain
Hines

Vanessa Gelado is the Senior Managing Director and Country Head of Hines in Spain. She is responsible for all the company activities, including the execution of operations and the management of acquisitions, new developments, divestments, and fee services in all sectors of Real Estate.

Before joining Hines, Gelado was Investment Director in Madrid at Neinver, a pan-European real estate company focused on retail and logistics.

Previously, she worked for almost a decade in real estate firms such as Tishman Speyer in London and Drago Capital in Madrid, following her early career in investment banking at Morgan Stanley in London.

She is a graduate in Business Administration and Management from ICADE (Universidad Pontificia de Comillas) and holds an MBA from Columbia Business School in New York.

She has also collaborated with ie Business School in several postgraduate programmes in Madrid and is a member of several associations, such as the Cercle d'Economia, Urban Land Institute (ULI) and Women in Real Estate Spain (WIRES).



Javier Arús
Senior Partner
AZORA

Javier Arús is Senior Partner of Azora, responsible for the Hospitality & Leisure platform.

From Azora he has actively participated in the acquisition and management of over 100 hotels with a total investment in excess of €3.3 Bn with special focus in the Resort Segment across the Mediterranean and main European cities.

Before joining Azora in 2010 he spent 15 years at Banco Santander holding different positions in Investment Banking, Asset Management and Private Banking.

He holds a Business Law Degree from ICADE and MBA from The Wharton School of Business of the University of Pennsylvania.



Miguel Pereda
Chairman, **Grupo Lar**
Vice Chairman, **Lar España**

Miguel Pereda is Chairman of Grupo Lar, a real estate company with presence in 5 countries and more than 50 years of experience, in which he is a major shareholder and where he has developed his career over the last 30 years.

He is also Vice C of Lar España Real Estate, the first REIT to be listed on the continuous market. In 2015 he was appointed eminent member of the Royal Institution of Chartered Surveyors (RICS) based in London.

Chairman of Fundación Altamira Lar, as well as Chairman of Asociación Norte Joven, a second chance school with 35 years of activity and 3 centers in Madrid.

He holds a degree in Economics and Business Administration from Complutense University, and an MBA from IE University. He has also completed the Breakthrough Program for Senior Executives at the IMD (International Institute for Management Development), a master's degree in Tax Consultancy at ICADE and the Real Estate Management Program at Harvard Business School.



Javier Solís
Managing Director.
Head of EMEA Real Estate AM,
Goldman Sachs

Javier Solís joined Goldman Sachs in 2019 to lead the Madrid Real Estate investment team within the bank's Merchant Banking Division, with direct responsibility for investments in Spain and Portugal.

In June 2021, following the merger of the Merchant Banking Division and the Special Situations Group into the bank's Private Alternative Investments division, he was appointed Managing Director and Head of Southern Europe, overseeing the execution of the firm's direct real estate investment strategy (private equity) in Spain, France, Italy, Belgium, Luxembourg, Greece, and Portugal, through the bank's offices in Madrid, Milan, Paris, and Athens.

In January 2023, he assumed the role of Head of EMEA for the execution of the bank's real estate investments across Europe, including the UK. Javier is based in Madrid.

Previously, since 2012, Javier was a member of the Management Committee of Unibail-Rodamco-Westfield in Spain, serving as Director of Investment and Development.

Prior to that, he worked at Riofisa, contributing to its internationalization and successful IPO process, holding various positions of responsibility on the company's management committee. He began his career at Aguirre Newman, as part of the Capital Markets team.



Olivia O'Brien
Research Director.
ULI Europe

Olivia O'Brien works at Urban Land Institute Europe team as a Research Director.

She currently assists with both ULI Randall Lewis Centre and ULI Europe on key decarbonization topics, including the ongoing development and maintenance of the C Change programme.

Expert in the interaction between climate change and the built environment, she has extensive experience in building for resilience, consulting major industry players on the major challenges faced by today's societies.

She comes from Longevity Partners, where she works as an Associate Director and Global Head of Climate Resilience.

Speakers Bio



Daniel Chang
European Head of ESG
and Managing Director
Hines

Daniel Chang is the European Head of ESG and Managing Director at Hines and in his role focuses on the transition to decarbonization, enhancing meaningful social engagement in the built environment, and bolstering governance frameworks.

Daniel joined Hines in 1999 as Development Manager. From 2009 to 2021 he was Portfolio Asset Manager in investment management.

He continues to play a key part in the success of Hines' European Funds with all 4 participating funds achieving 5 green stars in 2022 by GRESB and several being awarded as Global Sector Leaders, including the Hines European Core Fund. HECF also won the PREA open-end fund ESG award in 2021, 2022 and 2024. HEV2 won the PREA close-ended Fund ESG award in 2023, with Daniel playing an instrumental part in this accolade.

Daniel sits on the Advisory Board for the ULI Randall Lewis Center for Sustainability in Real Estate, in the C Change Steering Committee and is a Co-chair of ULI Europe Sustainability Council.

Prior to Hines, Daniel worked as an architect at Architecture Studio in Paris. Daniel holds a BSc in Architecture from Maryland University an MBA + MS in Urban Planning from Columbia University.



Ana Cunha
Strategic Sustainability Advisory
& CSR Director
Deerns Group

Ana Cunha is the Strategic Sustainability Advisory & CSR Director at Deerns Group, a global MEP Engineering & Consultancy firm.

With extensive expertise in sustainable building design, decarbonization, and ESG strategies, she has led the international commercial development and Global Accounts for Deerns' Group Real Estate market sector.

She serves as a #BuildingLife ambassador for Decarbonization, is founder and Vice-President of the international Commission of Alliance HQE-GBC (France Green Building Council), actively contributes to ULI and LEED/USGBC taskforces on climate transition and resilience.

Ana's leadership roles included chairing taskforces for World Green Building Council (Policy taskforce for Europe Region), for UNEP-SBCI (Carbon & Sustainability common metrics) and former Sustainable Building Alliance, showcasing her commitment to advancing sustainability in the built environment.



Felipe Pérez
Head of Spain
Primonial REIM

Felipe Pérez is the Head of Primonial REIM Spain, pioneer of responsible investments healthcare infrastructures. Primonial REIM is Europe's No. 1 asset manager for healthcare property, with more than €19 billion under management in all types of healthcare.

He joined ICADE Santé Group in 2021 as head of Asset Management for Spain and Portugal. In 2023 he started as a lecturer of Healthcare Investment in the MDI Master at the Polytechnic University of Madrid.

He began his career in 2013 as a Technical Asset Manager in the infrastructure department of QuirónSalud Group. In 2015, he joined Savills, as technical manager to manage a portfolio of commercial and hotel assets.

Since 2019, he was in charge of developing the healthcare department of Savills dedicated to the acquisition of healthcare facilities and advising operators and specialized investors.

He holds a degree from Polytechnic University of Madrid and IE BS.



Paul Kennedy
PhD, Portfolio Manager and
Head of Portfolio Strategy,
European Real Estate Group
JP Morgan Asset Management

Paul Kennedy is the Portfolio Manager of Strategic Property Fund Europe, Head of Portfolio Strategy, and a voting member of the Investment Committee for European Real Estate.

He joined J.P. Morgan Asset Management in January 2020. Between 2008 - 2019, he was based in Abu Dhabi and served as Head of Private Markets Strategy for the Abu Dhabi Investment Authority. He was responsible for defining and helping to implement strategies across all private markets globally, including real estate.

Prior to this, he spent 7 years at Invesco Real Estate, latterly as Global Head of Research. Other appointments include research and strategy roles at Parkes & Company, Henderson Investors and Real Estate Strategy.

Paul holds a first-class Degree in Real Estate and a PhD in Environmental Economics. He also holds the Investment Management Certificate and is a Member of the Royal Institution of Chartered Surveyors. During his career he has held visiting academic appointments at the Universities of Oxford, London, Reading and Nottingham.

In 2020 he was appointed by the Royal Institution of Chartered Surveyors (RICS) to the expert advisory group on Commercial Property Valuations.



Juan Velayos
 Founding Partner, **JV20**.
 Chairman, **The District**

Juan Velayos Lluís is founder of JV20 and Chairman of The District.

Until April 2020 he served as managing partner of the financial company Alantra and as CEO of the real estate developer Neinor Homes between 2015 and 2019.

Juan is member of the Executive Committee of ULI Madrid and Barcelona.



Carlos Olmos de Frutos
 Executive Committee, **ULI Spain**.
 Founder, **OX & uDA (Acquired by Alantra)**

Serial Entrepreneur. Founder of OX, uDA (acquired by Alantra in May 2019) and OCO. uDA was the first European company to apply Artificial Intelligence in the European Real Estate Market. Awards at MIPIM, Exporeal and ACI.

Carlos Olmos de Frutos is a member of the ULI (Urban Land Institute) Executive Committee and Senior Advisor in two of the main Spanish Real Estate companies. Associate Professor of Real Estate, BigData and Artificial Intelligence at IE Business School, Polytechnic University of Madrid.

Speaker and jury in the main European Real Estate forums and conventions. Investor in 7 PropTech and Fintech companies.

Comprendedor Award 2019 (Fundación Empresa y Sociedad); Top 9 MIPIM PropTech companies 2017; and most innovative Spanish Real Estate company in 2016. He writes for the main Spanish economic and real estate newspapers (Expansión, El Mundo...).

Master in Urban Studies (2011) and City and Environment (2008), both at UPM (Polytechnic University of Madrid). Urban Architect by ETSAM UPM (1993 - 2001) and Paris Val-de-Marne (1998 - 1999 France).



Naqash Tahir
 Executive Director of Research & Development and Investments, **PGIM Real Estate**.

Naqash Tahir is the Executive Director of Research & Development and Investments at RealAssetX, an innovation lab powered by PGIM Real Estate.

Based in London, he leads RealAssetX which is dedicated to revolutionizing the real assets sector, in partnership with leading universities and venture capital firms. This initiative aims to invest in and deliver modern technologies across the industry, marking a significant step towards the digital transformation of real assets management.

In addition to his efforts in innovation, he is deeply involved in developing strategic partnerships with venture capital firms. This initiative aims to invest in and deliver modern technologies across the industry, marking a significant step towards the digital transformation of real assets management.

He has been a significant contributor to the PropTech program in Europe and is a member of AREF's Technology working group, serves on INREV's Technology committee and is co-Chair of ULI's council on Real Estate and Technology. He is also a tech and start-up advisor and mentor, speaking at technology events around Europe.

He is also the Founder and Chairman for ReimTech, which is a forum for the Real Estate Investment Management Technology peers across Europe. He has a bachelor's degree in mathematics and computer science and an MBA through Cranfield University.



Miguel Nigorra
 Partner and Head of Europe
Fifth Wall.

Miguel Nigorra is a Partner and Head of Europe for Fifth Wall, where he leads the investment activities and all other strategic initiatives for Fifth Wall in Europe.

Prior to joining Fifth Wall, Miguel worked at McKinsey for over nine years in the Madrid, New York and London offices. As part of the digital practice, he led teams across Europe in numerous real estate engagements. He also was a Business Development & Strategy Manager at Fon Wireless, the largest Wi-Fi network in the world.

Miguel is from Madrid, and currently lives in London. He received his BA in business administration and finance from Universidad Pontificia de Comillas, ICADE in Madrid, with exchange programs at Fordham University in New York and HEC at the University of Montreal. He holds an MBA from Columbia Business School in New York.

Speakers Bio



Adam Burstow
Business Development
Executive,
Amazon Web Services

Adam Burstow leads AWS business development for engineering, construction & real estate in EMEA.

He began his career in the construction and facilities management industries as a quantity surveyor, project manager and consultant.

He then joined KPMG Consulting's real estate team, providing tech strategy and integration services, based in London and New York. This led to CIO and CDO roles in the real estate industry, most recently as Group Digital & IT Director at Grosvenor Group.

Adam has also been an advisory partner at a VC investing in real estate and construction tech startups.

An ever-curious urbanist and technologist, Adam co-chairs the Urban Land Institute's UK Innovation Council.

He has a degree in Quantity Surveying and an MBA from City, University of London.



Francisco Luis Machín
Chief Data Officer,
ie University

Francisco Luis Machín is the Chief Data Officer at IE. He is a truly passionate about innovation and digitalization as the driving forces of the business leaders in the future.

With more than 12 years of experience in strategic advisory, he has reached VP positions in some of the most top strategic consultancy firms.

His professional profile is in the intersection between Strategy and Technology.

He has worked in different sectors reshaping telco, utilities, energy, banking, and education industries through the digital transformation.

Francisco received in 2021 the award of Excellence from Chief Data Officers Spain & LATAM Club.



Myriam Inmaculada Peón
Director of General Urban
Plan Office of Madrid
Madrid City Council

Myriam Peón González, an experienced architect and urban planning expert, graduated with a Bachelor of Architecture from the Polytechnic University in Madrid.

Starting her career as a Civil Servant at the City Council of Madrid. Her tenure included key roles in drafting the General Urban Planning Plan of 1997 and managing various municipal departments.

With leadership roles such as Head of License Services and Deputy Director General of Economic Activities, Myriam streamlined processes and fostered collaboration between public and private sectors. As Manager of the Activities Agency, she led transformative initiatives to modernize licensing procedures. Now, as the General Director of the General Urban Plan Office of Madrid, Myriam shapes the city's future development strategy.



Adolfo Ramírez-Escudero
CEO, CBRE Spain
Divisional President Latam,
CBRE

As CEO, Adolfo Ramírez - Escudero is responsible for steering the company and its strategy, as well as dealing with the top players in the industry and in CBRE's global network. Since 2019, he has also been a member of EMEA Executive Committee and Head of Capital Markets for EMEA region.

He first joined CBRE in 1995. During his 29 years in the company, he has held various leadership positions at CBRE.

Since 1st January 2023 he assumed an extended rôle as Divisional President of the CBRE Latam Business. Overseeing all businesses in that region (Mexico, Brazil, Chile, Argentina, etc).

He graduated with a Bachelor's Degree in Business Administration and Economics from Deusto University in 1995 and holds a Master's Degree in Management and Administration of Real Estate from School of Architecture (Fundación Camuñas) in 1999.



Sofie Verstraete
Chief Development Officer
Revive

“A good city is like a good party - people stay longer than really necessary, because they are enjoying themselves.” - Jan Gehl is her favorite quote.

Having a background as a civil engineer-architect working for ao Elemental Chile (Alejandro Aravena Pritzker Prize winner 2016) on projects from small to large scale, Sofie is passionate about architecture and collective spaces.

From the love of urban planning and creating social impact, she started working as a project developer at Revive on mixed urban regeneration projects to create new vibrant neighborhoods. Since last year she has been coordinating complex regeneration projects in masterplan phase as Chief Development Officer together with the Revive team.



Javier de Pablo
co-CEO
Deeplabs

Javier leads as co-CEO Deeplabs, the Science & Innovation platform developed by Stoneshield Capital for Southern Europe.

He has more than 25 years of experience in the investment and asset management real estate market in different roles in Private Equity, REITs and Consultancy.

He joined Deeplabs in 2022 in order to develop the company and the creation of the first private hub of Science & Innovation with more than 150,000 sqm in the first two locations in Madrid (MASID) and Barcelona (BASID).

Javier holds a Degree in Law by CEU San Pablo University and a Master in Urban Planning by Carlos III University.



Miguel Hernández
Corporate Development
Director
CREA Madrid Nuevo Norte

With a Degree in Architecture from the Polytechnic University of Madrid and an MBA from IESE, Miguel Hernández is a senior member of the Royal Institution of Chartered Surveyors (FRICS).

He currently serves as director of the Strategy and Corporate Development area for CREA MADRID NUEVO NORTE, a company he joined in 2015 when Madrid Nuevo Norte, Europe's most important urban development project, was launched with the consensus of all public administrations. Over the course of his career, he has served as chair of the reputable international network of real estate experts, ULI, and headed AGUIRRE NEWMAN, a Real Estate consulting firm he managed for over eight years. In addition to Madrid Nuevo Norte, he has worked on projects like 22@ in Barcelona; Cais Mauá do Brasil, in Porto Alegre; the regeneration of the Tiexi district in Shenyang (China), as an EU expert; the Nueva Centralidad de Arica in Chile; and the Desarrollos Urbanos Integrales Sustentables in Mexico, contributing to the latter two on behalf of the Inter-American Development Bank. He also has served as head of the Urban Planning Section and board member of the Heritage Commission in Avila for the public sector. He directed the Advanced Programme in Property Company Management for IESE Business School from 2000-2008.





Flavio Tejada

Director of the Masters in Real Estate Development, IE University.
Director, Arup

Flavio Tejada works as Cities and Property Strategic & Advisory Leader for ARUP in Europe, focused on design strategic urban projects that allow cities to face socioeconomic and environmental challenges through a holistic approach.

Specialized in large urban regeneration developments, he has led different strategic urban interventions such as Khalifa Avenue in Qatar or La Rinconada in Caracas. In Spain, he has managed among others Santander Waterfront, Madrid Nuevo Norte, Barcelona El Prat Airport Real Estate development plan, Buenavista in Málaga or Abando City-Rail Integration in Bilbao.

His work has been widely recognized, including at the 'XVI Venice Biennale', 'Albert Serratos 2018 Award' and the Awards "ASPRIMA-SIMA" as the best real estate project in 2019 and 2023 or he Commendation at the 2018 European Urban and Regional Planning Award.



Cristina Mateo

Associate Dean
IE School of Architecture & Design

Cristina Mateo is Associate Dean of IE School of Architecture and Design. She is a specialist in urban ethnography, branding, communication, and E-Transformation & New Business Models.

Prior to joining IE, she was Head of Strategic Planning at Fundación Siglo, The Department of Culture and Tourism for Castile and Leon between 2011-2015.

She worked at Madrid City Council, for the International Strategy and Action Bureau, Madrid Global. Prior to this she worked between 2002- 2007 as marketing manager for Spain and Portugal at VisitBritain (Britain's Tourism Board), leading the E-commerce strategy for income generation for VisitBritain. In Madrid and London she worked for AT Kearney, marchFirst and Razorfish managing the customer experience for transactional, information and service oriented portals, between the years 2000 and 2008.

She holds Ph.D. in Sociology, from Goldsmiths College, University of London and an Executive MBA specialised in E-business, from IE Business School.

ULI's Mission:

- Decarbonization And Net Zero
- Educating The Next Generation of Diverse Leaders
- Increasing Housing Attainability



WHERE
THE FUTURE
IS BUILT

Event Sponsors ULI Spain Annual Conference 2024

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



PEOPLE PARTNERS



spain.uli.org



@ULISpain



ULI Spain