



# SPAIN ANNUAL CONFERENCE 2025

13 MAY, MADRID

## PROGRAMME OVERVIEW



Spain

Main Contributor:



Dear Guests!

We are delighted to welcome you to the ULI Spain Annual Conference 2025 at the Torre Agbar, one of Madrid's most iconic venues and a symbol of innovation and excellence.

We will convene for a day designed to inform, inspire, and strengthen the connections within our industry. This event will bring together over 400 professionals from across the real estate ecosystem, including investors, developers, public leaders, and academics, creating a true platform for leadership and collaboration.

**This year's conference agenda reflects the key issues shaping the future of cities and real estate.**

- We will examine the global macroeconomic and geopolitical outlook with Filippo Taddei from Goldman Sachs.
- Next, we'll explore the future of urban living, featuring thought-provoking insights from **Steve Adler, former Mayor of Austin, Texas.**
- A panel of leaders will showcase lessons learned from three flagship European urban regeneration projects: **Madrid Nuevo Norte, Milan's City Life, and London's Canary Wharf.**
- After lunch, we will address one of the most urgent challenges in Spain and beyond: **affordable housing**, providing a platform for diverse international and local perspectives.
- As the **digital economy** continues to evolve, we will delve into the future of **data centres** as a real estate asset class.
- Finally, we will conclude with an engaging discussion on **the future of retail and urban life** led by Howard Saunders, one of the most compelling voices on disruptive trends.
- Throughout the day, there will be ample opportunities to connect, beginning with **the Young Leaders Leadership Breakfast**, followed by a networking lunch, and concluding with a Spanish wine reception after **the Premio Pedro de Churruga.**

At ULI, we believe that shaping the future of cities requires bold ideas, collaboration across sectors, and a steadfast commitment to sustainable and inclusive development. This conference presents a unique opportunity to reaffirm that commitment together.

We look forward to an exciting and impactful day with you where industry leaders unite to shape the built environment.

Thank you for being part of this important conversation.

Enjoy the conference!

**Jorge Pérez de Leza Eguiguren**, ULI Spain Chair  
**Barbara Recio Pelayo**, ULI Spain Executive Director

### 10:00 Young Leaders Leadership Breakfast

### 11:30 Registrations (Monforte de Lemos 9)

### 12:00 Welcome and Introductions

**Jorge Pérez de Leza**, Chair of ULI Spain  
**David Goodman**, Dean, ie School of Architecture & Design  
*Conference moderator: **Andrea Carpenter***, Co-Founder and Director of Diversity Talks Real Estate

### 12:15 Opening Keynote. **Geopolitics, Macro-economic outlook. The Big Picture**

**Filippo Taddei**, Chief Economist, Goldman Sachs Europe

### 13:00 Fireside Chat: **Cities of the 21st Century**

**Steve Adler**, Former Mayor of Austin, Texas, US  
*Interviewer: **Cristina Mateo***, Associate Dean of ie School of Architecture and Design

### 13:30 Panel. **Three leading urban regeneration projects: Lessons learned and opportunities ahead**

**Miguel Hernández**, Strategy & Corporate Development Director Crea MNN  
**Aldo Mazzocco**, CEO & General Manager of Generali Real Estate  
**John Mulqueen**, Chief Investment Officer Canary Wharf  
*Moderator: **Adolfo Ramírez-Escudero***, Chairman CBRE Spain & Latam

### 14:30 Cocktail Lunch

#### 16:00 Panel. **Living: An International View Towards Spain**

**Peter Denton**, Board member of Places for People, member of the real estate committee at European investment firm Eurazeo, Council member at Marlborough College and a Global Trustee of ULI

**Benjamin Ruether**, Head of Fund Management for the European residential property funds of Catella Investment Management GmbH

**Javier Rodríguez Heredia**, Managing Partner Azora

**David Martínez**, CEO of AEDAS Homes

*Moderator: Alfonso Benavides*, Co-Chair ULI Living Product Council Spain, NED Auxadi, Secretary of Board AEDAS Homes, Senior Advisor JLL, Adjunct Faculty ie

#### 17:00 Panel. **Emerging trends: What's Next: Future-Proofing Europe's Data Centre Landscape**

**Ismael Clemente**, CEO of Merlin Properties

**Mikael Hesselvall**, Director Business Development & IC member Areim DC Fund". Areim DC fund is the owner of EcoDataCenter

**Richard Redstone**, Director, Blue Owl, and Co-Chair ULI Europe Data Centers Product Council

*Moderator: Simon Chinn*, VP, Research & Advisory Services, ULI Europe

### 18:00 Coffee Break

#### 18:30 Final Disruptive Keynote

**Howard Saunders**, Retail Futurist

### 19:00 Closing Bárbara Recio Pelayo

Executive Director ULI Spain

### 19:05 Premio Pedro de Churruca

The **Premio Pedro de Churruca** is presented annually by ULI Spain as a tribute to Pedro de Churruca himself, acknowledging his lasting influence on the real estate and urban planning sectors.

The mission of the Award is to celebrate leadership in the built environment, recognising work that demonstrates innovation, sustainability, and social impact in urban development.

### 19:30 Closing Remarks

Jorge Pérez de Leza, Chair of ULI Spain

### 19:40 Spanish wine



**Andrea Carpenter**  
Director of Women  
Talk Real Estate

**Andrea Carpenter is a Director of Women Talk Real Estate, and a writer and communications consultant in the property industry.** Her first book *High Rise and Fall* tells the story of the modern European property industry.

Andrea helps raise the visibility of female experts in the industry through the stage and media. On the writing side, her book about the history of the modern European property industry, *High Rise and Fall*, was published by Routledge in September 2018.

She worked for various industry bodies including the Urban Land Institute, INREV in Amsterdam and ANREV in Hong Kong. On returning to the UK, she worked as Head of Marketing and Communications EMEA at CBRE Global Investors.



**Jorge Pérez de Leza**  
ULI Spain Chair  
Chief Executive Officer  
Metrovacesa

**Pérez de Leza has been the Chief Executive Officer of Metrovacesa since 2016.**

With assets valued at over €2.5 billion, Metrovacesa is the leading real estate developer in Spain. Jorge joined Metrovacesa with the mandate to reorganize and relaunch the Company's development activity after the financial crisis, leading its IPO on the Spanish stock exchange in 2018.

Previously, he worked as a senior executive at Grupo Lar, where he was responsible for Europe, managing over €1 billion in assets and contributing to the IPO of the REIT Lar España. Earlier in his career, he served as COO of Excite Home Europe; Managing Director and Partner of Fun & Basics and Manager at The Boston Consulting Group in both the Madrid and San Francisco offices.

Jorge is also the Founder and Chairman of the *Deporte y Desafío* Foundation.



**David Goodman**  
Dean  
ie School of  
Architecture & Design

**David Goodman is Dean of ie School of Architecture and Design,** Director of the Bachelor in Architectural Studies and the Master in Architecture, and Professor of Architecture at ie University. A graduate of the Harvard Graduate School of Design and of Cornell University, he also holds a PhD in Business Studies from the ie University, specializing in Strategy and Organization Theory. His current research deals with innovations in architecture practice and production during times of socioeconomic turbulence. Goodman is co-author of the book *An Introduction to Architecture Theory: 1968 to the Present*, and his work has also appeared in the *Journal of Architectural Education, Technology | Architecture + Design, Log*, in the anthology *Chicago Architecture: Histories, Revisions, Alternatives*.



**Filippo Taddei**  
Chief Economist  
Goldman Sachs  
Europe

**Filippo is a senior economist focusing on southern Europe and European policy** within the European Economics team. He joined Goldman Sachs in 2020 as an executive director in the Global Investment Research Division and was named managing director in 2023. Prior to joining the firm, Filippo was an Associate Professor of the practice in International Economics at the School of Advanced International Studies of Johns Hopkins University for eight years. Filippo earned a PhD in Economics, with distinction, from Columbia University in 2005 and a Laurea in Economics, cum laude, from the University of Bologna in 2000. He was awarded the Lamfalussy Fellowship by the European Central Bank in 2012 and the Young Economist Award by the European Economic Association in 2006.



**Steve Adler**  
Former Mayor of  
Austin,  
Texas, US

**Steve Adler was Austin's Mayor (2015 to 2023).** He focused on equity, infrastructure, public safety and preserving the city's magical quality of life. Adler led the city through a series of major natural disasters, including COVID. Adler helped initiate transportation and mobility projects totalling over \$25 Billion. During his service, Austin was first in the US News & World Report city rankings and led the US in building new housing. One of the safest big US cities, Austin reimagined public safety and aggressively changed its systems and institutions to achieve greater equity and justice for its residents. Adler helped lead the United States Conference of Mayors and the Democratic Mayors, and has been honoured by Politico, Living Cities, the Austin Area Urban League, and the Penn Institute for Urban Research.



**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.

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. Between 2002- 2007 as marketing manager for Spain and Portugal at VisitBritain leading the E- commerce strategy for VisitBritain. She worked for AT Kearney, march First and Razorfish. She holds Ph.D. in Sociology, from Goldsmiths College, University of London and an Executive MBA specialised in E- business, from ie Business School.



**Miguel Hernández**  
Strategy & Corporate  
Development Director  
CREA MNN

**With a Degree in Architecture from the Polytechnic University of Madrid and an MBA from ie, 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 MNN, 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. 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.



**Aldo Mazzocco**  
CEO & General  
Manager  
Generali Real Estate

**Since May 2017, Aldo Mazzocco has been the CEO and General Manager of Generali Real Estate S.p.A., and Chairman of CityLife S.p.A. Generali Real Estate manages over €36.2 billion in assets and has more than 370 professionals across major European cities. In March 2018, he was also appointed Chairman of Generali RE SGR S.p.A. Since April 2023, he has been a board member of Sosteneo SGR, and as of 2024, a board member of Pearlmark Inc. Previously, he served as Head of Real Estate at Cassa Depositi e Prestiti and held the presidency at CDP Immobiliare S.p.A. and CDP Investimenti SGR. From 2001 to 2015, he was CEO of Beni Stabili S.p.A., now Covivio Italia, and served as Directeur Général Délégué at Foncière des Régions (now Covivio SA) from 2011 to 2015. He was Chairman of Assoimmobiliare between 2011 and May 2017. Mazzocco is a recognized leader in the European real estate sector.**



**John Mulqueen**  
Chief Investment  
Officer  
Canary Wharf



**Adolfo Ramírez-  
Escudero**  
Chairman Spain &  
Latam  
CBRE



**Peter Denton**  
Board member  
Places for People



**Benjamin Ruether**  
Head of Fund  
Management for the  
European residential  
property funds  
Catella Investment  
Management

John joined CWG in August 2023 as Chief Investment Officer having previously served at CBRE IM as Head of Offices EMEA and as Head of Transactions before that. John has over 30 years of real estate experience in the UK and EMEA including investment strategy, transactions, development, leasing, and management. Prior to CBRE IM, John spent ten years at Hammerson plc. as Group Director leading the team responsible for the London office development and asset management business. John earned a BSc in Estate Management from the University of East London and holds a post graduate diploma in property investment from the Investment Property Forum (IPF). He was elected a Member of the Royal Institution of Chartered Surveyors (MRICS) in 1994 and was made a Fellow (FRICS) in 2012.

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 role as Divisional President of the CBRE Latam Business.

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.

Peter is a Board member of Places for People, the UK's largest social housing enterprise, member of the real estate committee at European investment firm Eurazeo, Council member at Marlborough College and a Global Trustee of the Urban Land Institute. Peter recently stepped down from executive work having served as CEO of Homes England, the UK's Housing & Regeneration Government Agency, and The Hyde Group. Throughout his 30-year career, he has held leadership roles within affordable housing, regeneration, pan European real estate, fund management and investment banking including at Starwood Capital, Deutsche Bank, Barclays and BNP Paribas. Peter is also a qualified accountant.

Benjamin is Head of Fund Management for the European residential property funds of Catella Investment Management GmbH. He also manages the oldest German Pan-European residential property fund "Catella European Residential" as fund manager. Benjamin joined the team shortly after the launch of the 2007 fund. Initially as a researcher at Bouwfonds, which managed the fund together with Catella until 2016. After joining Catella himself in 2016 and subsequently becoming a fund manager,

Benjamin has 15 years of experience in European residential property markets and has been active both at Catella and in the company's fund management for almost a decade in 10 countries.



**Javier Rodríguez Heredia**  
Managing Partner  
Azora

**Rodríguez-Heredia is Managing Partner at Azora, where he leads the Real Estate vertical encompassing the Living and CRE strategies.** Javier also directly oversees the opportunistic investment strategy across all asset classes and has led "special situation" transactions, such as the acquisition of Sareb's largest single debt position (>€500M), or the syndicated acquisition of over 1 million square meters of residential land in Madrid from more than 50 different sellers simultaneously. He worked for 15 years across several sectors, including strategic consulting at McKinsey & Company; renewable energy at Corporación Eólica CEASA; and the automotive industry, where he served as President of the Automotive Distribution Sector of Spain.



**David Martínez**  
CEO  
Aedas Homes

**David Martínez has been CEO of listed residential developer AEDAS Homes since its founding in 2016.** During his tenure, the company has delivered 14,500 homes to private customers and institutional clients. David has 25+ years of experience leading top real estate developments across Spain, including three landmark urban development projects in Madrid: Madrid Nuevo Norte (2013-2016), Valdebebas (2005-2013) and Cuatro Torres Business Area (2001-2005). He holds an MSc in Civil and Structural Engineering from Madrid's Polytechnic University and an Executive MBA from IESE Business School. He is also a member of the Urban Land Institute (ULI) and is Chairman of REBUILD.



**Alfonso Benavides**  
Co-Chair ULI Living  
Product Council Spain,  
NED Auxadi, Secretary of  
Board AEDAS Homes,  
Senior Advisor JLL,  
Faculty ie

**Alfonso Benavides, has spent most of his professional career at the law firm Clifford Chance.** During his 26 years there, he advised on various aspects of real estate investment, including structuring, design, and financing. He was also involved in financing matters such as refinancing and restructuring. His work covered the development and redevelopment of different asset classes, both commercial and residential. He notably advised on the acquisition of large residential portfolios and on performing and non-performing loans backed by residential assets and REOs. Alfonso served as the Global Head of Real Estate at Clifford Chance for six years. He is currently an external member of the Advisory Board of JLL Spain and serves as Secretary of the Board of Directors at AEDAS Homes. He is also the Chair of the Living Council of ULI.



**Ismael Clemente**  
CEO  
Merlin Properties

**Ismael Clemente holds a dual degree in Law and Business Administration from ICADE (E3). He is a professor in the MRE program at ie Business School and a member of the Spanish Council of ULI.** Ismael has worked in the real estate sector since 1998. He is currently the CEO of Merlin Properties, a SOCIMI of which he is a founding partner. He has worked at Arthur Andersen Asesores Legales y Tributarios, Bankers Trust, and the Deutsche Bank Group as Managing Director, having participated in transactions totaling approximately €5 billion across all types of real estate assets. Among these, the sale and leaseback of the Tree portfolio stands out as the largest real estate transaction in Europe in 2009. Since Merlin's IPO, he has led two of the largest operations in the sector in Spain: the acquisition of Testa and the integration agreement with Metrovacesa.



**Mikael Hesselvall**  
Investor Relations &  
Investment Committee  
member  
Areim DC Fund  
EcoDataCenter

**Mikael Hesselvall** is currently a Director Internal Development and Operations at Areim. Mikael Hesselvall brings experience from previous roles at Areim, Catella and Hq Global Workplaces. Mikael Hesselvall holds a 2006 - 2008 Master of Science in International Economics at the Stockholm School of Economics. With a robust skill set that includes Real Estate Transactions, Capital Markets, Equities, Debt and more.



**Richard Redstone**  
Director  
Blue Owl, Co- Chair ULI  
Europe Data Centers  
Product Council

**Richard Redstone**, based in Amsterdam, NH, NL, is currently a Director at IPI Partners. Richard Redstone brings experience from previous roles at Equinix, Prologis and Prologis. Richard Redstone holds a 1997 - 2000 BSc with Honors in Estate Management in Valuation, Property Law at Birmingham City University.



**Simon Chinn**  
VP, Research & Advisory  
Services  
ULI Europe

**Simon** is VP, Research & Advisory Services at ULI Europe, where he is responsible for managing its innovative research agenda covering the key issues shaping the future of the real estate industry including climate change and sustainability, investment and development trends and shifts in demography and technological change. Simon specialized in research on global cities and real estate for Grosvenor. Simon's role involved undertaking analysis on global city developments to inform the company's long-term strategy and thinking on cities. He has undertaken major research projects on megatrends for real estate, examining topics such as urbanisation, demographic change, digital disruption and climate change. Also has experience working in urban planning, economic development and strategic consulting for the retail sector.



**Howard Saunders**  
CEO & Speaker  
The Retail Futurist

**The Retail Futurist**, otherwise known as **Howard Saunders**, is a writer and speaker whose job it is to see beyond retail's currently choppy waters. Howard spent the first twenty- five years of his career at some of London's most renowned retail design agencies, including Fitch & Company, where he created concepts, strategies and identities for dozens of British high street brands. Howard relocated to New York in 2012 where the energetic regeneration of Brooklyn inspired his book, Brooklynisation, published in 2017. His newfound role as champion for retail's future in our town and city center's gave rise to the title The Retail Futurist. Howard's talks are hi-energy, jargon-free journeys that explore the exciting, if not terrifying, retail landscape that lies ahead.

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