

DANIEL ALBERTO CASTRO

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PROFILE

EngPM, EMBA, MBIE, MMktg, Specialist in Construction Management, PGDip Real Estate Management, PGDip Finance, PGDip Strategic Management, PGDip RRHH, Cert Agile Methodologies; and several professional certifications from Harvard, Wharton, and other business schools. Bilingual; with knowledge in general management; VP of operations or buildings; country manager; consultancy; project management; design of strategies to impact the profitability of organizations and construction companies in general in Latin America. Experience in strategic management of work teams; real estate developments; design coordination; structuring, execution and commercialization of residential and commercial buildings; industrialized structures and heavy machinery. Identification of new business opportunities, brand development and positioning. Board member. Skills in planning, transformational leadership, critical thinking, problem solving, effective communication and innovation.

EXPERIENCE

URBANISTIKA

Operations and Project Manager

January 2016 – Present

Duties: Directing the areas of procuring and contracting, marketing and sales, construction, human resources, HSE, construction equipment and formwork, warehouses, supervision and scheduling control. Managing industrialized, traditional and commercial projects. Additionally managing and structuring new projects. Personnel in direct charge: 70 people including area directors, coordinators, assistants and operating personnel. I am also in charge of the staff of all projects including directors, architects, engineers, contractors and operational personnel.

Achievements:

- I managed more than 36 projects translated into more than 500,000 m2 built, more than 4,000 housing units, and more than one billion pesos in sales.
- I modified the company's procuring and contracting process by implementing an open purchasing committee for all managements and all contracts were commercially and legally shielded by implementing strict compliance clauses and requiring greater protections in insurance policies.
- I implemented work and audit committees, focused on meeting schedules and taking contingency measures.
- I managed and led the ERP software implementation process for contracting, procuring, budgeting and cost control management.
- I led the digital marketing campaign, migrating traditional advertising to social networks and search portals.
- I established new alliances and processes for structuring new construction projects, in the form of land contributions and the use of real estate trusts for them.

Hilton Garden Inn Bogotá Airport

Legal Representative

February 2018 – Present

Duties: Supervising the operation of the hotel from its start and stabilization stage. Authorizing the hiring of personnel and suppliers. Authorizing agreements with related entities. Supervising the corporate strategy and the management and marketing plan. Developing the organizational structure.

HKCG International LTD

Director of Business Development

July 2010 – August 2016

Duties: HKCG was a Hong Kong-based company that manufactured load-lifting machinery and site lifts in China, and sold its products in Latin America. My job was to manage marketing in Colombia through distributors.

Achievements:

- I redesigned the structure of the tour that the company produced, managing to reduce the packaging space to 40%, thus reducing transportation and import costs. For this reason, in 2012 and 2013, we were the leaders in the sale of new pilgrims in Colombia.

CEICMO – Construction Equipment

General Manager

October 2010 – December 2015

Duties: Development of new business lines, customers and suppliers. Import and sales management. Management of equipment for rent.

Achievements:

- I designed a strategy that increased the company's turnover from \$ 250 million to \$ 6,000 million pesos in 3 years, generating the sales line of new equipment and rental of concrete equipment.
- I achieved strategic alliances with foreign machinery and formwork manufacturers such as SANY, Western Forms, Huba, Everdigm, XCMG, Bauer, Pileco, Prakla and Tescar.
- I redesigned the structure of the CEICMO brand tower crane, managing to reduce packaging space by 40%, thus reducing transportation and import costs. For this reason, in 2012 and 2013, CEICMO was the national leader in the sale of new tower cranes in Colombia.
- I developed the line of concrete pump rental on a monthly basis directly to structural contractors.
- We participated in more than 250 projects that total more than 3,300,000 m2 built as contractors.

URBANISTIKA

Operations Director

October 2008 – September 2010

Duties: Directing the sales and marketing area. Managing the machinery and formwork of the company. Managing processes between the areas of the company.

Achievements:

- I directed the strategy for the creation, development and brand positioning for the company.

- Managed and developed the interaction systems between the construction and budgeting departments.

BOARD OF DIRECTORS MEMBER

Hilton Garden Inn Bogotá Airport; 2018 – Present. Bosques de Granada y Cayunda; 2018 – 2022. Promotora Calle 26; 2011 – 2014. MGL Machinery Group Logistics; 2013 – 2016. Urbanistika; 2008 – Present. Ceicmo; 2008 – Present.

EDUCATION

Executive Master of Business Administration; The European Business School of Barcelona

Master in Innovation and Entrepreneurship; Universidad Isabel I

Master in Marketing; The Power Business School

Master of Business Administration; Instituto Europeo de Posgrado

Construction Management Specialization; Columbia University

Construction Companies Management Specialization; Universidad de America

Engineering Project Management Specialization; Rice University

PDDip Real Estate Management; Universidad Javeriana

PGDip Finance; Prime Business School, Universidad Sergio Arboleda

PGDip Strategic Management; Prime Business School, Universidad Sergio Arboleda

PGDip Human Resources Management; Prime Business School, Universidad Sergio Arboleda

Bachelor of Science; University of Colorado at Denver

COMPLEMENTARY EDUCATION

Entrepreneurship; The Wharton School Executive Education

Agile Methodologies; The Power Business School

Project Management; Harvard Business School

Negotiation; Harvard Business School

Family Business Corporate Government; CESA

The Company in the Digital Era; Universidad del Rosario

Leadership in Taking Decisions; Universidad de los Andes