



RICHMOND CRUZ

MBA, REC, EnP, REB

23 years as a real estate senior executive with the top 5 publicly listed developers in the country, along with being an REB and REC, I have developed the discipline to understand and get immersed in the entire business operation of sales based companies. I am also accustomed to create software solutions to bridge gaps and address challenges being a software architect and technology developer. 5 years as a senior broadcast business journalist & a corporate communications strategist for the top EB5 firm in Texas USA, I can design any com campaign to boost investor relations, handle distress publicity, or create culture & goal synergistic corporate communication. Being a visionary game changer, I prefer to use technology and communication strategies to lead the race. I am a multi-skilled, multi licensed professional, & your most versatile candidate.

EXPERIENCE OVERVIEW

CHIEF CONSULTANT –

Real estate operations, development & consultancy
Urban planning & project development
Business & Organizational development
Strategic planning & operations management
P&L and KPIs
Intercontinental & regional operations management
Sales engineering, marketing & management

CHIEF INFORMATION OFFICER –

Data analysis & data integration
Technology development
Software architecture and software development
Back end & front end coder
UI & UX designer
Information funnels

VICE PRESIDENT for INTERNATIONAL SALES –

International operation & HQ development
Decentralized team operational management
Sales engineering
Revenue-focused operation
Territorial business development

SENIOR NEWS ANCHOR / COMMUNICATION STRATEGIST

Corporate communication
Organizational & inter-department goal alignment
Public relations and Investor relations
Negotiator
Corporate culture technologist
Public speaker / presenter / motivational speaker
News Anchor & TV Host

OVERVIEW

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EXECUTIVE SKILLS

- *Intercontinental Operations Management*
- *Strategic Leadership*
- *Business & Technology Development*
- *Technology & Engineering Solutions*
- *Software Architect & Development*
- *Urban & Environmental Planning*
- *Real Estate Operations & Organizational Development*
- *Corporate Communications & Public Relations*
- *Training / Mentoring / Public Speaking / Lecturing*
- *Motivational Leadership*

LICENSES



Real Estate Broker
PRC 9662



Urban Planner
PRC 5104



**Real Estate
Consultant**
PRC 143



**Real Estate
Lecturer**
PRC 232

INTERNATIONAL EXPERIENCE





WORK EXPERIENCE

CHIEF CONSULTANT, ViAsia Real Estate, 3788 MCPO Ayala Ave. Makati City **2006 – Present**

CHIEF INFORMATION OFFICER, Migrationists, 7/F The Ascott, Glorietta 4, Ayala Center, Makati City **2019 - Present**

SENIOR NEWS ANCHOR FOR PTV NEWS HEADLINES, PTV4, Visayas Ave, Quezon City **2015 – 2020**

VICE PRESIDENT FOR INTERNATIONAL SALES, Megaworld International, Petron Megaplaza, Sen Gil Puyat Ave. Makati City **2014 – 2015**

REGIONAL MANAGER FOR MIDDLE EAST, Ayala Land International Sales, Makati Stock Exchange, Ayala Ave. Makati City **2013 – 2014**

REGIONAL MANAGER FOR ASIA, AUSTRALIA & MIDDLE EAST, SMDC, Two Ecom, MOA Complex, Pasay City **2010 – 2013**

TEAM LEADER, Alveo Land, 728 28th Street, Bonifacio Global City, 1634 Taguig City **2005 – 2006**

SALES MANAGER, Megaworld, World Center, HV Dela Costa Ave. Makati City **1999 – 2002**

SCHOOLMASTER, Paref Southridge, Hillsborough, Muntinlupa City **1998 - 1999**

EDUCATION

M.B.A.	Construction Management	Entrepreneurial Management	High School
<u>UP Diliman</u>	<u>DLSU-CSB, Taft</u>	<u>UA&P, Ortigas</u>	<u>Paref Southridge</u>
2002-2004	Ongoing	1994-1998	1991-1994

ORGANIZATIONS



Vice President
Philippine Chamber of Real Estate Consultants



Vice President
Philippine Real Estate Service Practitioners



Vice President
Philippine Association of Real Estate Consultants



Trustee / Lecturer
Muntinlupa Real Estate Board



Lecturer
Professional Regulation Commission



Lifetime Member
Philippine Association of Realtors Boards

AWARDS & RECOGNITION

2nd place National Board Top Notcher for Real Estate Consultancy

Gawad Filipino People's Choice Awards 2017 for PTV News Headlines

Ayala Land Elite Broker's Circle

Multi awarded consistently in the top 5 sellers in Megaworld, Ayala Land, SMDC

Asia's Golden Icon Awards for Most Outstanding Real Estate Consultant in 2022



REFERENCES

Benjamin Romualdez
Country Head / Telstra

Ramon De Vera
CEO / Union Bank Digital

Marissa Pratts Garcia
CEO / Remax Prestige

Erwin Tulfo
DSWD Secretary

Charmaine Espina
Sr. News Anchor

Toby Panares
CEO / Unicapital

CONTACT

