

JUAN VALLE ROBLES

Madrid. 17 October 2011

**SYASA – GROUP
BUENOS AIRES. ARGENTINA**

Mrs. or Mr.

I saw your advertisement in LinkedIn in which SYASA is looking for Construction Manager Director. In response, I am respectfully submitting my application.

Harvard University - David Rockefeller Center for Latin American Studies 'Management Public Policy: Sustainable Cities in a Globalized World'. Master Business Administration from ICADE Business School. I have a PhD in Urban Planning and Architectural Degree from University of Madrid. My PhD research on urban planning work focuses the analysis and effects on socio economic, cultural, infrastructure, energy and urban design in cities and the effects it causes in the territory and society.

My qualifications include my experience for over eight years as a project manager in urban planning and architect projects for public & private sector. I wish to highlight the following strengths: project management, business developer, budget control, teamwork and flexibility. I have achievements in teamwork of multidisciplinary training and researching. I would emphasize my ability to problem-solving, analytical skills and effective communication within and outside the organization. (Spanish 'native', French, English)

www.vallerobles.com I worked in a construction company. I have collaborated throughout the business cycle based on organizational needs and goals. I have managed and coordinated the following responsibilities: Purchase of land for development, project analysis in terms of business, negotiation with local authorities, negotiations with banks, product development (residential or retail), architectural and urban planning, management and construction management and sale of residential product.

www.vallerobles.com.es 2005-2010. Manager. In 2005 I founded start-up architecture and planning services with a focus on international business. In those years I have developed architectural projects and urban planning with great dedication by environmentally sustainable solution. My responsibilities have required a very flexible role with great capacity to adapt on changes and focused on the achievement of objectives. This experience gave me an opportunity to develop projects in different context and countries: Spain, France, Italy, Vietnam, Korea, and Iran. One of my principal roles was looking for investor and new markets in global contest.

www.demtech.biz 2010 -May 2011. Project Manager & Business Development. I reported directly to the CEO. As a business development in Southern European and South American markets I worked for assigned projects: analysis, detection of potential new markets, negotiating with partners, identify and negotiate sales channels for each product.

Enclosed is a detailed resume that highlights my experience and education. I am available for interview at your convenience and can begin work in due time. I may be contacted by email at juanvallerobles@vallerobles.com.es I look forward to hearing from you.

Thank you in advance for your time.

Yours sincerely
Juan Valle Robles



Juan Valle Robles

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I want to join an international organization, multidisciplinary and strong vision of customer service that encourages professional integrity, respect and teamwork. I bring energy, enthusiasm, leadership, client orientation and negotiation to build sustainable relationships with a job well done as a motto.

EDUCATION

- | | |
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| 2010 (summer) | Harvard University. David Rockefeller Center for Latin American Studies. Management in Public Policy: Sustainable Cities in a Globalized World
Scholarship by Harvard University & Real Colegio Complutense. |
| 2009-2010 | MBA Executive ICADE Business School. Madrid. Spain.
Project Business Plan. "Sustainable Construction" |
| 2007-2009 | Research PhD Urban Planning " <i>Globalization, Madrid refuses congestion theory.</i> " |
| 2006-2007 | PhD Urban Planning , by Universidad Europea de Madrid. Spain. |
| 1998-2005 | Architectural Degree by Universidad Europea de Madrid. Spain. |
| 2002-2003 | Erasmus 5º 'Exchange Program' Paris École de Architecture et Territoires. |

EXPERIENCE

Demtech International – www.demtech.biz Senior Project & Business Manager **Madrid, 2010–May 2011**
Demtech International is an Outsource Sales and business development company, founded in February 2000, designed to assist foreign high-tech companies to enter the Southern European and South American markets.

Reporting CEO, main responsibilities:

- Business plan 2010-2013 to develop a new division of the company Minatech. My responsibilities among others were drafting a document with vision/mission, strategies, financial planning, marketing and sales.
- Negotiate with all suppliers Minatech; this point is strategic for Minatech value chain. Negotiation price, exclusivity of territory, logistics, penalties and warranties.
- Business development and customer base for assigned projects: analysis, detection of potential new markets, negotiating with partners, identify and negotiate sales channels for each product.
- Quick-Play project, develop market and monitor the development of the company's business in Europe. Partners: European level operators, digital content platforms, TV online.

Valle&Robles Architect - www.vallerobles.com.es Project Manager & Research **Madrid, 2005-2010**

I founded start-up architecture and planning services with a focus on international business (since 2007, responsible for internationalization): in 2008, guest on the ICEX Spain / Vietnam Business Forum, with seven Spanish companies.

Main responsibilities:

- Leadership skills with the team, communicate the values, objectives and needs of work teams working.
- Experience with multilateral negotiations and advice to governments and private sector.
- Development of portfolio of clients: analysis and detection of potential new markets.
- Analysis of customer requirements, prototyping and specification negotiation.
- Management and coordination of projects in all its phases, budget, timelines, quality requirements.
- Leadership team assigned to each project, overseeing the technical and economic optimization.
- Project manager, relationship with clients, contractors, suppliers and government.

Main Project:

- Collaboration with Atelier's Negresco, Paris. Hospital and residences Project in France, 2009.
- Participation in various competitions: Multy-Storey Building Benetton Group (Iran, 2009); Spanish pavilion at Tokyo Designer's week (Japan, 2009); Water front design (Korea, 2008); City Tower design (Korea, 2008); Master plan Erice (Italy, 2007).
- ICEX program, developed business opportunities and collaboration clients and companies in Asia: Thu Thien Water Front (Ho Chi Minh City, 2008).

Salvador Pérez Arroyo Architects, Project Architect – www.salvadorperezarroyo.es **Madrid, 2003-2005**

- Design and implementation of urban Planning projects. Urban development project in Pinto, Madrid 'Punctum Millennium' coordinating the work with the office of Peter Cook in London.

Nieto-Sobejano Arquitectos – www.nietosobejano.com, Junior Architect **Madrid, 2000–2003**

- Projects: Merida Auditorium; Housing in La Havana, Fair Exhibition Palma de Mallorca.
- Seminar 'Games '00 Madrid' laboratory of architectural and planning proposals for the Madrid Olympic.

ADDITIONAL INFORMATION

- **Languages:** English and French fluent; Spanish native.
- **Mobility:** Willingness to work in an international context, multidisciplinary and diverse with people from different geographical and cultural origins.

Thu Thien Water Front. Ho Chi Minh City, Vietnam. 2008.

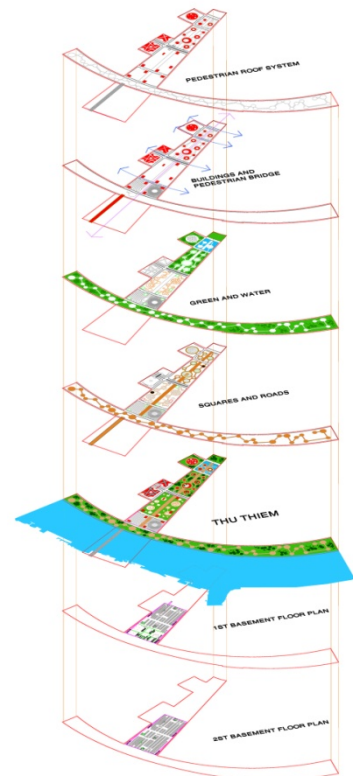
Download project: http://www.valleroblesarquitectos.es/vallerobles_thu_thiem.pdf



Thu Thien Water Front. Ho Chi Minh City, 2008.



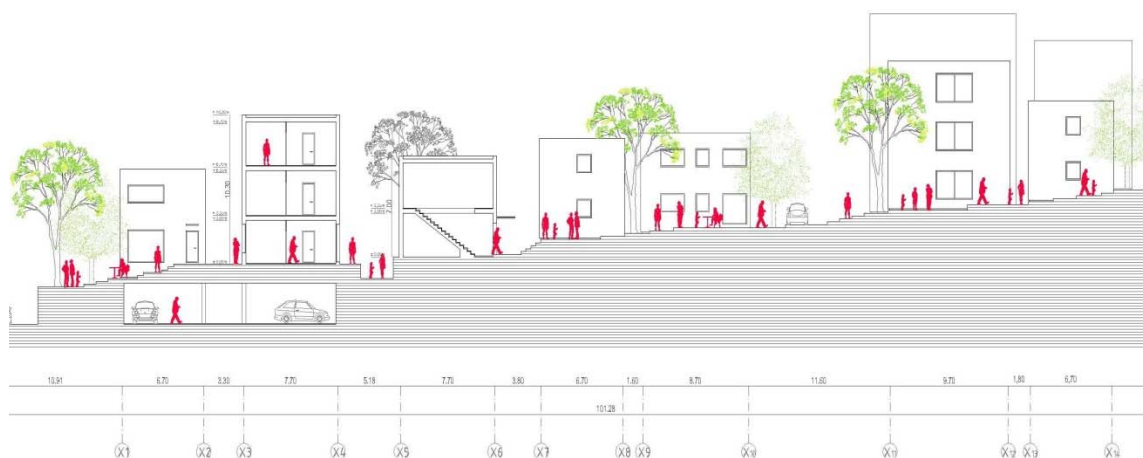
Master Plan. Thu Thien Water Front. Ho Chi Minh City. 2008



Proposal for the recovery of Erice's historical centre in Sicily, Italy. 2007
 Download project: http://www.valleroblesarquitectos.es/vallerobles_erice.pdf



Master Plan. Recovery of Erice's centre in Sicily.



New design neighbours of Erice.

Master Plan District of San Isidro 1.708 Houses. Navalcarnero. Madrid. 2007

Download project: http://www.valleroblesarquitectos.es/vallerobles_navalcarnero.pdf



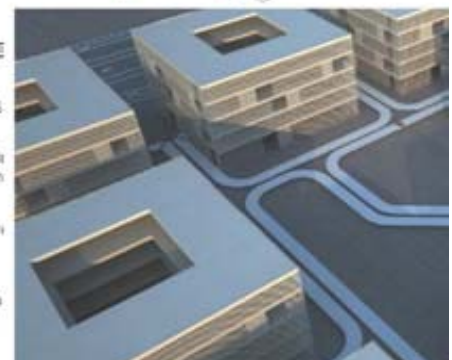
ONAS VERDES

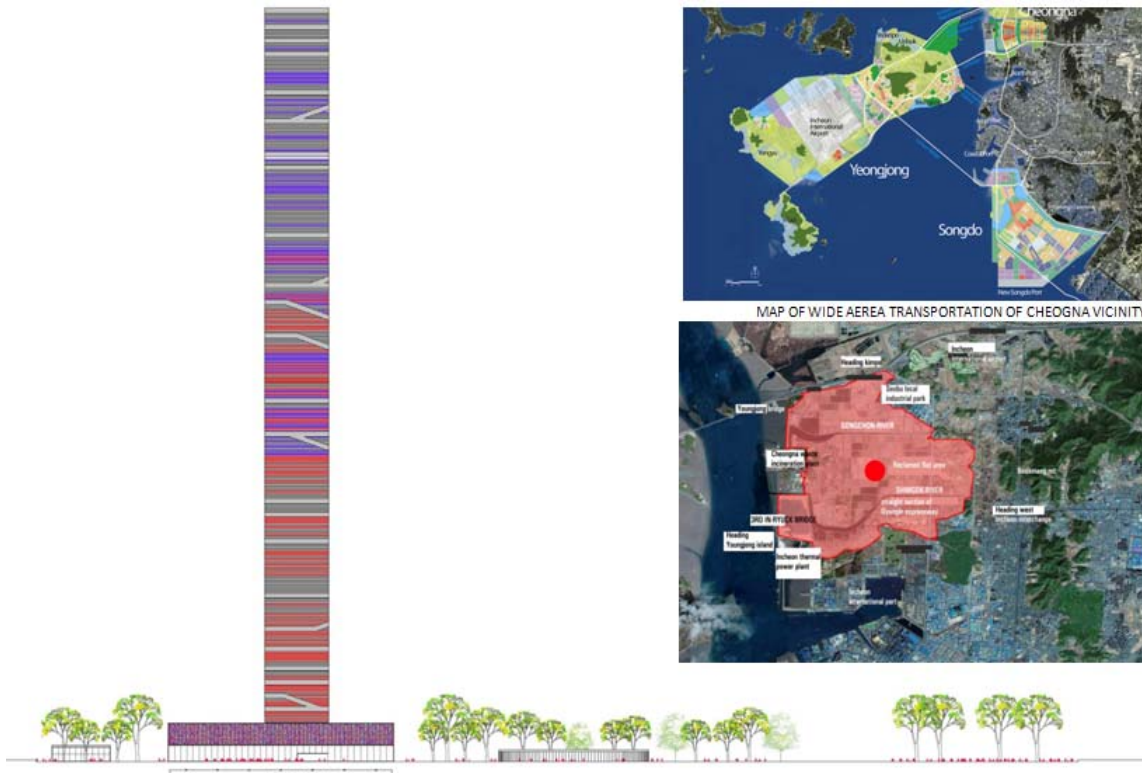
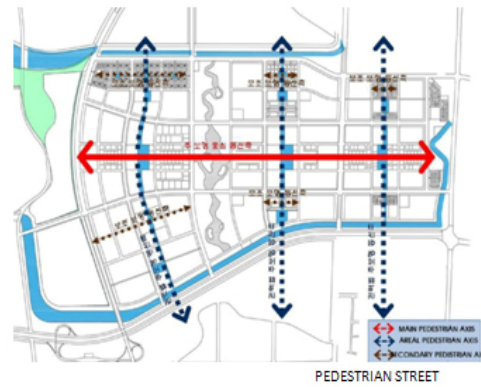
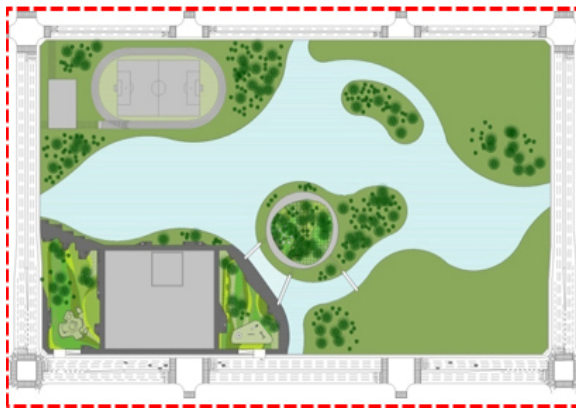
Las zonas verdes continúan con la idea de la propuesta de generar un parque-ciudad. Todas las edificaciones de viviendas están rodeadas por todas sus fachadas de zonas verdes, que están unidas entre sí por el trazado de caminos y plazas peatonales. En estas zonas verdes se plantarán especies autóctonas o del tipo de clima que tiene la situación del solar. Proponemos jugar con los colores que ofrecen la vegetación (tulipanes, rosas...), y con los árboles como (hiedra, buena, avellana...). El riego y la conservación de las zonas verdes se abastece de un sistema de reciclo de aguas por medio de sistemas drenantes de pluviales y aguas grises.



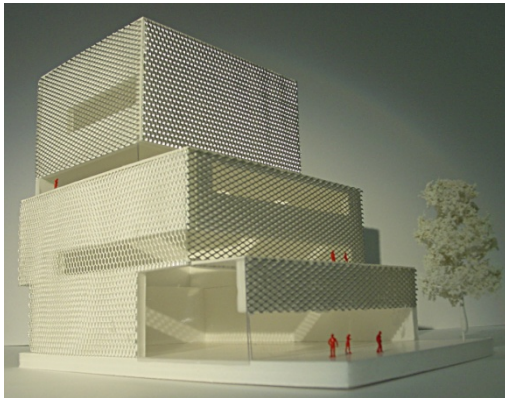
SISTEMA DRENANTE DE AGUA PARA RIEGO DE JARDINES

La recuperación de aguas pluviales consiste en filtrar el agua de lluvia captada en una superficie determinada y almacenarla en un depósito en el que también pueden abocar las aguas grises tratadas. Posteriormente el agua tratada se distribuye a través de un circuito hidráulico independiente de la red de agua potable. Este circuito en circunstancias normales serviría para regar zonas verdes, limpieza de calles y zonas comunes. La ventaja añadida de este tipo de instalaciones es poder disponer de agua corriente en cualquier momento del día en casos en los que la sequía obligue a tomar medidas restrictivas en la red pública.

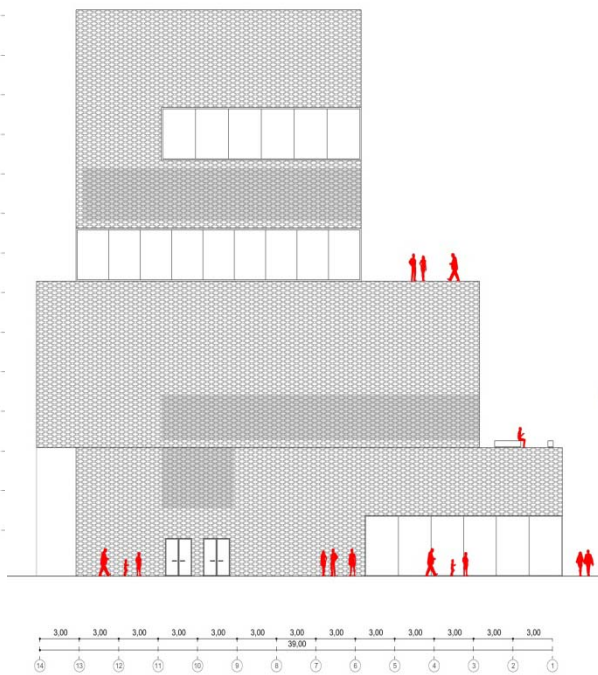
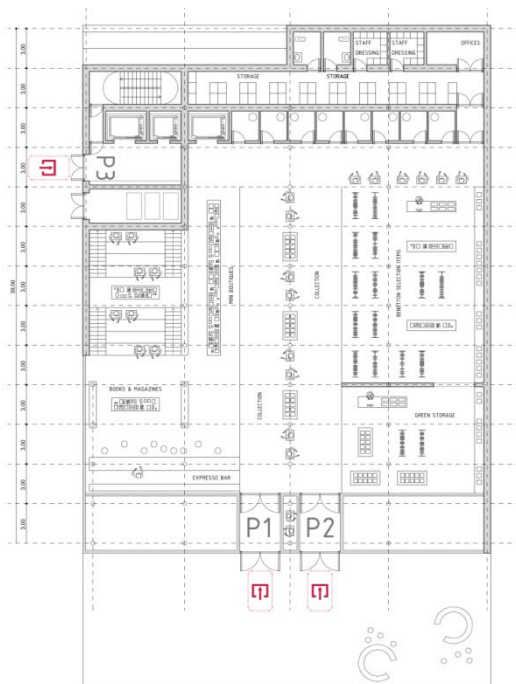




Benetton Epicentre. Teheran, Iran. 2009 - www.vallerobles.com.es



Benetton Epicentre. Teheran, Iran. 2009



Benetton Epicentre. Teheran, Iran. 2009.

PhD Research by Juan Valle Robles

Title: Globalization. 'The theory of congestion 30 years later'

Research Interest:

This research started on my PhD urban planning in 2006 and I defended my lecture in 2009. The goals of my research were of identifying the main parameters of sustainability / urbanization in the global cities. The parameters studied were: urban planning, energy, economic, and social development in global cities.

Study of the city in their different views, its architecture and urbanism, economic, cultural, its disorder and social chaos. This research aims to develop ideas and tools that can provide clues for further avenues of research in the near future, provided supporting research on the parameters listed in the theory of congestion by Rem Koolhaas 1978; this theory is associated with global metropolises and economic flows. I tried to analyze the structural trends that have shaped and determined urban transformations consolidated and towns in developing countries.

I am researching the territory as a region the nodes of communication and relationship. Economic islands, sustainable development are an import part of the investigation. It will attend to political, social, economic and geographic, trying to analyze the systems of governance of territories globally and nationally. The territories and regions have changed dramatically in the last forty years, but the forms and tools used by the government, remain the same, increasing even more the gap and the polarization of territories and regions.

THE GOALS OF MY RESEARCH:

- Analyze the global economy and Its Geographical connections. Regional scale, complex of islands of cities.
- Examine the historical context of the city and its current role and near future in the context 'global'.
- Explore the Urban, Economic and social dynamics of the models of global cities: Madrid, New York, London, Shanghai and Mexico.
- Data. Analyze Indicators specific to the metropolis. Economy, density, mobility, energy, water, health, politics, crime, Economic Activities, population pyramid.
- Analyze network connections in the global economy of these cities and the Geographic area.
- Examine specific examples allow extracting Meanings which modes of action and Investigating the Change or dubious assumptions about the near future of the city.
- Study the theory of congestion. Madrid city hypothesis by applying the theory of congestion.

GLOBALIZATION BACKGROUND

A global city, is a concept promoted by the geography department at Loughborough University in the United Kingdom, and defines the cities that meet a set of features due to or resulting to globalization and constant growth of urbanization and economic as well as networks of communication. The most complex of these urban clusters, would be "global cities" which have a direct and tangible effect on global affairs through more than the socio-economic environment, with influence in terms of culture, politics and sociology.

From the functional point of view the Global City, proper to the technological revolution is a post-industrial city inherited by the industrial revolution. Its rationale is the high level tertiary functions. The key decisions that control the global economic organization are run from the headquarters of transnational corporations and banks. To these are added advanced services to production: legal and financial advice, innovation, development, design, administration, personnel, production technology, maintenance, transportation, communications, security, advertising, marketing, market research, mergers, tasks address, etc.

ECONOMY / URBAN DENSITY

50% of the world population lives in cities and this figure rise by more than 0.5% each year. Demographic statistics continue to confirm the continued growth in nearly logarithmic descent of cities and their territories, which Edward Soja calls "global city-region." This growth, sometimes almost gigantic, brings together not only a huge demographic potential value, but also political, economic and social. These huge cities materialize into reality often highly polarized. They are the so-called "Global Cities."

In the recent years, various economists, sociologists and urban planners have coined a new term that has become popular in urban theory: capitalist restructuring. This concept refers to the change in policy by both governments and multinational corporations, introduced in the 80s in the crisis in the 70s.

Such as, the process of deindustrialization that took place in London or New York in the late '70s occurs while the industrialization of historic proportions is launched in China and Southeast Asia. The growth of the economy inform itself of the technological revolution, and urban duality that occurs "inside-out" is taking place in Los Angeles, but also in Madrid, Miami, Moscow, on a global scale.

ECONOMIC ACTIVITY / CITY

The global cities have their own way of distribution of employment in the service sector which employs more than half of the population of these conurbations. This transition of economic activity appears to be reaching even further in New York and London where less than 10 percent of the economy is in the industrial sector.

All these activities, service sector (banking, social, educational, health ...); require a quite specialized space within the city. Work places where you can operate in the global context of the economy.

The small industrial sector participation in urban economies does not diminish the importance of this sector within complex urban production. Shanghai, one of the fastest growing economies in the world city, has a significant industrial base. Several industries in Shanghai, employing up to one third of the working population of the city, become one of the pillars of this rapid expansion into the global economy.

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Urban sustainable development literature in the context of city is very large and very diverse. Further studies on the financing of the economy and so called globalization (Brenner, Marazzi, Gowan, and some others) and reports on recent urban transformation (Davis, Soja, Harvey, Castells etc.). I have handled this bibliography.

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