

## **LAURA DÍAZ ARGÜELLES**

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### **EDUCATION**

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2007 **INSTITUTO DE EMPRESA (IE):** *Diploma in Negotiation.*

2004-2006 **UNIVERSIDAD AUTÓNOMA DE MADRID:** *Bachelors Degree in Marketing Analysis and Techniques.*

1996-2000 **COLEGIO UNIVERSITARIO DE ESTUDIOS FINANCIEROS (C.U.N.E.F.):** *Bachelors Degree in Business & Administration. Major in Finance.*

1994-1995 **ST. TIERNANS SCHOOL (DUBLIN):** 3<sup>rd</sup> of Baccalaureate, equivalent to the *Irish Leaving Certificate Examination.*

### **WORK EXPERIENCE**

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**ORPEA IBÉRICA, S.A.U. October 2018 - Present Business Development Director Spain & Portugal.**

**Member of the Board of Directors**

- Research and analysis of real estate assets and land plots that could adapt to nursing homes, mental health clinics, rehabilitation clinics, etc. uses.
- M&A acquisitions, asset deals, share deals, lease agreements.
- Development of each project's Business Plan in coordination with relevant departments such as operations and human resources
- Economic Conditions negotiation and closing of contracts
- Identification and study of possible strategic alliances for business growth
- Preparation of the department forecast /budget
- Establishment and development of key relationships with owners, brokers, agents, tenants, investors and town halls.
- Reporting to the CO-CEOs of the company.
- Team of more than 6 people in 2 countries.

**ROOM MATE, S.A. February 2017 - September 2018 Head of International Business Development.**

**Member of the Board of Directors**

- Research and analysis of real estate assets that could have hotel or touristic apartments use
- Development of each project's Business Plan in coordination with relevant departments such as revenue, operations and human resources
- Economic Conditions negotiation and closing of contracts
- Identification and study of possible strategic alliances for business growth
- Involvement on the decision-making process of the different hotel opening phases
- Preparation of the department forecast /budget
- Establishment and development of key relationships with owners, brokers, agents, tenants and investors.
- Reporting to the president and CEO of the company.

### **NH HOTEL GROUP. May 2014 - February 2017 Asset Manager. Global Head Real Estate Asset Management**

- Management of a portfolio of nearly 400 hotels in more than 29 countries
- Analysis and Financial modelling for the definition of the asset sale or lease strategy
- Coordination with the operations team for the optimization strategy of each hotel
- Negotiation and closing of contracts with selected tenants
- KPI's control: impact on major variables like EBITDA, CAPEX.
- Development of network with owners, brokers, agents, tenants and investors
- Reporting to the Board of Directors and CEO

### **CBRE June 2008 - May 2014 Responsible for the Tenant Representation Department (International Expansion)**

- Part of the European Team for control and development of retailers (EMEA Active Retailers) •  
Market research and preparation of expansion plan reports
- Execution and coordination of Shopping Centres and High Street opportunities mandates •  
Negotiation of contracts with owners
- Development and monitoring the retailers' plans
- Responsible for the letting of Zielo Shopping Centre

### **CBRE June 2006 - June 2008 Retail Investment Department, Capital Markets**

- Conduct market research (Competition analysis, Future Projects, etc.)
- Assessment of purchase and/or sale of Shopping Centres
- Preparation of viability studies, from non-building lands to finished projects
- Project reporting to potential investors
- Due Diligence and monitoring purchase/sale process
- Business Plan development

### **LAR GROSVENOR January 2004 - June 2006 Retail & Asset Department**

- Financial modelling of Shopping Centres' Projects. Analysis of multiple scenarios of potential opportunities •  
Liquidity manager. Responsible for financial Budget preparation: annually and quarterly; monthly budget variance analysis
- Design and update a model of structure indirect costs division following the ABC methodology (Activity based cost). Quarterly monitoring and deviation analysis
- Annual and quarterly monitoring of statement of income. Deviation analysis
- Member of the team responsible to elaborate the 5-year Strategic Plan to join the International Accounting Standards (IAS) and Spanish GAAP
- Comparison of the Strategic Business Plan and the Accounting Closing
- Reporting to Partners and report of results to Grosvenor-Paris

### **GRUPO LAR September 2000 - January 2004 Treasury and Accounting Department**

- Responsible for the consolidation of different areas of the company
- Development of Accounting improvements in SAP
- Preparation of Balance Sheet Annual Accounts. Review and control of individual accounting closings (monthly, quarterly, annually)

- Preparation of taxes settlement (IRPF, IVA, IAE, IBI, etc)
- Collaboration with the Treasury Director of the Group on the negotiation of different types of financing (Project finance, development loans, bank guarantees, credit lines, VAT Financing, etc.)
- Preparation of monthly and quarterly treasury forecasts to present to the Holding Board and the different Partners of the Business Unit
- Auditors and Financial Entities advisory
- Reporting to the Financial Committee

#### **UDV Guinness June 2000 - September 2000 Financial Department (Control and Management)**

- Research and analysis of products
- Market studies (study of the success of the introduction of Scottish taverns in Spain)
- Quarterly financial forecasts

#### **GEFCO ESPAÑA Summer 1999 Internship**

- Development of logistic activities of International transportation
- Invoices management and stock control
- Invoices payments and collection monitoring

#### **LANGUAGES**

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- **Spanish and Galician:** Native Speaker
- **English - Fluent:** Certificate Advanced in English, Cambridge University
- **Portuguese - Fluent:** DUPLE, July 2015 (Agoralingua, Madrid)
- **French - Intermediate:** B2, Alliance Française
- **Italian:** Initiation Course – Italian Institute

#### **COMPUTER**

#### **SKILLS**

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Microsoft Office proficient. SAP/ R3. Prinex. CARAT

#### **ADDITIONAL COURSES**

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- Financial Modelling (FEF. Madrid 2016)
- Superior Program of Women and Leadership (Aliter: International Business School. Madrid 2010-2011) • Leadership Skills Course (Leadership, Negotiation and Team Management. Com. Madrid 2010) • Advanced Course of Accounting Consolidation (Centro de Estudios Financieros - CEF. 2005-2006) • Elaboration of a Reporting System (Financial strategy, CISS PRAXIS. 2001)