

JOSE URRECHAGA

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WORK EXPERIENCE

HITMAP AI | Location Intelligence (hitmap.ai)

2014 - Present

Co-Founder

- Defined and scaled an AI-powered location-intelligence SaaS platform to 15 countries using 200+ variables to rank markets and support site selection and geographic portfolio strategy.
- Built machine-learning models for white-space analysis, market holding capacity, competitor market share, and rent-per-square-foot forecasting.
- Delivered scenario analyses to compare site alternatives.
- Secured the world's largest restaurant franchise, Subway, as an enterprise client: 3,000+ stores continuously evaluated across Mexico, Brazil and South America, opening a new store every five days and supporting 10% of Subway's total global growth.
- Lead sunbelt development-project sourcing for BiceCorp, a boutique investment bank, evaluating land and development opportunities for family-office and institutional investors through its Miami office.

OFF THE GRID SERVICES LLC | Urban Real Estate Activation

2011 - Jul 2026

Director of Real Estate (2024 - Jul 2026) | Product Manager (2016 - 18) | Strategic Development (2011 - 12)

- Scaled from 2 to 30+ locations using a production machine-learning site-selection system.
- Participated in the Vacant to Vibrant program in the City of San Francisco.
- Partnered with SF New Deal to identify and evaluate underutilized areas across San Francisco.
- Owned full P&L and led a 30+ person team, delivering \$15M+ in annual revenue within a \$45M ecosystem through data-driven portfolio planning and site strategy.

GOOGLE LLC (via Off The Grid)

2016 - 2018

Real Estate Development & Forecasting (Google REWS: Real Estate & Workplace Services)

- Built and productionized a utilization-forecasting model across 49 cafes on Google's Silicon Valley campuses (Mountain View, Sunnyvale, San Bruno), serving 60K daily meals.
- Led development of Cubert, a US patented modular building system, featured by The New York Times.
- Designed rapidly reconfigurable structures adapted to each site's footprint and demand.

KOLOR SPA | Web3 Real Estate

Mar 2022 - Mar 2023

CEO & Founder

- Founded the first Web3-based tokenized real estate platform for conservation in Patagonia, the first of its kind in Latin America.
- Received the CLabs Regenerative Finance Award, 5 winners from 356 applicants across 65 countries, and secured \$330K in funding.

SAN FRANCISCO STATE UNIVERSITY

2012 - 2013

Lecturer

- Taught UPS 530, Alternative Urban Futures, for two semesters.
- Received top performance ratings in student evaluations.

Additional: 1st place, Berkeley Founders Program pitch competition, selected from 100+ startups; BERKELEY SKYDECK S'16 cohort; Design Lead, MOBIL ARCHITECTS (\$120M parking structure).

SKILLS

GIS & geospatial analytics, Location scoring models, Quantitative & scenario modeling, Machine learning, Site feasibility assessment, Geographic portfolio strategy, Site selection strategy. Languages: English, Spanish.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

2010 - 2011

Master of Urban Design | Fellowship for Advanced Human Capital Development

PONTIFICAL CATHOLIC UNIVERSITY OF CHILE (Ranked #1 in Latin America)

2002 - 2008

Bachelor of Architecture | Bachelor of Social Science | Summa Cum Laude (perfect final grade) | School of Architecture Prize (best overall performance) | Licensed Architect