

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.
- 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.
- 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.

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.
- Led permitting with city planners and redevelopment agencies across the Bay Area.
- Led development of Cubert, a US patented modular building system, featured by The New York Times.
- Negotiated site agreements with institutional landlords including Boston Properties, Jamestown, Wilson Meany, and Tidewater.
- 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.
- Deployed Cubert across Google's Mountain View, Sunnyvale and San Bruno campuses.

ACTIVATE SPA | Shared-Value Development

2018 - 2022

CEO & Founder

- Built the Co-Op community kitchen (Cooking and Innovation Center) from the ground up: \$4M annual revenue, 80 dishes daily.
- Delivered a shared-value program with Antofagasta Minerals, a top-5 global copper producer, across a site with 1,400 construction workers, featured by CNN.

MOBIL ARCHITECTS

Dec 2008 - Jul 2010

Architectural Project Associate | Design Lead

- Led design of a \$120M parking structure, a 1,400-space facility, from concept through delivery.
- Coordinated with international teams on project delivery.

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.

SKILLS

Regulatory & permitting, Site feasibility assessment, Infrastructure capacity planning, Real estate strategy, Team leadership, P&L management, Data-driven 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