

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.
- 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.
- Built machine-learning models for white-space analysis, market holding capacity, competitor market share, and rent-per-square-foot forecasting.

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)

- Negotiated site agreements with institutional landlords including Boston Properties, Jamestown, Wilson Meany, and Tidewater.
- Led permitting with city planners and redevelopment agencies across the Bay Area.
- Scaled from 2 to 30+ locations using a production machine-learning site-selection system.
- 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.
- Drove capacity planning and resource allocation within a \$1B annual budget, delivering double-digit millions in annual savings through executive-ready recommendations.

ACTIVATE SPA | Shared-Value Development

2018 - 2022

CEO & Founder

- Led stakeholder and community engagement in Spanish-speaking communities, aligning residents, local businesses, and government actors around new site development and shared-value programs.
- Delivered a shared-value program with Antofagasta Minerals, a top-5 global copper producer, featured by CNN.
- Delivered a shared-value program supporting 5,000 workers.

Additional: Founder, KOLOR SPA (Web3 real estate; CLabs Regenerative Finance Award, 5 winners from 356 applicants across 65 countries); 1st place, Berkeley Founders Program pitch competition, selected from 100+ startups; BERKELEY SKYDECK S'16 cohort; Design Lead, MOBIL ARCHITECTS (\$120M parking structure).

SKILLS

Site selection strategy, Regulatory & permitting, Geographic portfolio strategy, Site feasibility assessment, Market-entry due diligence, Real estate strategy, P&L management. 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