

# ENRIQUE KAUFER

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## EXPERIENCE

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**Head of Business Development** 2008 – 2009  
Yahoo! Inc (Yahoo! Hispanic Americas) Miami, FL

- Evaluated several new business opportunities; developed financial models, conducted due diligence, negotiated agreements
- Negotiated, managed and supported strategic partnerships, including Telemundo, MTV Latin America and People en Español
- Managed team of professionals and \$3M budget; active member of Leadership Committee

**Vice President of Development and Marketing** 2006 – 2008  
**Director of Real Estate** 2006

Levy Pollo Campero Miami, FL

- Identified, negotiated and secured 7 sites in the first 12 months, following analysis of over 70 prospects
- Developed strategy, tools and processes to optimize site selection process; negotiated contracts and leases
- Oversaw \$9M budget and development process, including design, permitting and construction; assembled and managed team consisting of Architects, Engineers, Project Manager, Consultants and internal staff

**Consulting, Investment and Advisory Executive** 2005 - 2006  
Expansion Consulting Group, Inc Aventura, FL

Real Insights Investment Group at Keller Williams Elite Properties

- Identified, analyzed and recommended commercial real estate syndication investments to capitalize on changing demographics and market trends; represented client in acquisition of \$55M shopping center
- Represented buyers /sellers of commercial properties in South Florida; conducted research and prepared marketing reports
- Evaluated two potential businesses for acquisition on behalf of clients; analyzed multiple new business venture opportunities

**Vice President – Business Development & Marketing** 2002 – 2004  
La Opinión Los Angeles, CA

- Oversaw marketing department and 15 professionals; responsible for strategy, marketing, advertising and public relations
- Led business development initiatives; evaluated acquisitions, partnerships and new ventures
- Reported to CEO and active member of Executive Committee; managed \$3.5M marketing budget

**Managing Director and Principal (“CEO in residence”)** 1999 - 2002  
Fortaleza Capital Group, LLC Miami, FL

- Raised first round of seed capital (\$400K) and secured commitments to pursue an acquisition valued at up to \$70 M
- Negotiated and recommended 3 profitable business acquisitions, following evaluation and analysis of over 33 companies
- Conducted extensive analysis, due diligence and negotiated / structured deal financing

**Director, Business Development – Foreign Exchange Services, Latin America** 1997 - 1999  
American Express Company Miami, FL & New York, NY

- Directed, led and managed development of 10 new retail locations across Mexico and Brazil resulting in growth of 200%
- Identified and reviewed multiple site locations, negotiated leases and supervised build out

**Associate Marketing Manager** 1995 - 1997  
Pepsi-Cola Company Somers, NY

- Developed and executed global marketing initiatives including brand strategy, advertising campaigns, promotions and packaging

## EDUCATION

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**UNIVERSITY OF FLORIDA – Hough Graduate School of Business** Gainesville, FL  
**Master of Science – Real Estate** May 2010

**STANFORD UNIVERSITY – Graduate School of Business** Stanford, CA  
**Master in Business Administration** 1995

**UNIVERSITY OF CALIFORNIA SAN DIEGO** La Jolla, CA  
**Bachelor of Arts, *Summa Cum Laude*, in Economics; (top 1%) and Phi Beta Kappa** 1989

## SKILLS / LICENSURE / MEMBERSHIPS

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**Language:** Fluent in Spanish (written and spoken)

**Executive Management:** Cross functional experience in marketing and business development; US and International

**License:** Real Estate License, State of Florida

**Memberships and Affiliations:** ICSC Member, ULI Member, CCIM Candidate