

# ROSABELLA ABELLA LIPSEY

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## URBAN PLANNING & REAL ESTATE PROJECT MANAGEMENT

*Master in Urban & Regional Planning (candidate 2019)*  
*Master in Business Administration /B.S. Business Management*

### SUMMARY OF QUALIFICATIONS

- Urban planning research and work in community engagement, comprehensive planning, creative placemaking, and public markets as a tool for social interaction
- Real estate senior management work experience in project development, management, & consultancy
- Excellent organizational, logistical, and time management skills, as evidenced by successful launch of multiple projects handled
- Professional work experience with computer applications (MS Word, Excel, PowerPoint, Outlook) and demonstrated ability to quickly learn new software (ArcGIS, Sketch-Up) and social media for work application
- Successful track record for market research, branding, and project delivery of award-winning projects

### KEY SKILLS & ACCOMPLISHMENTS

#### **Urban Planning Research & Graduate Assistantship Work**

Research, practicum, and work projects on:

- Public markets: A Tool for Social Interaction
- Generator Hostel's Physical Design & Events Offering: Impact on Social Interaction
- Biophilic Design as a Sustainable Development tool: Smith/Packett Retirement Community Development
- Roanoke City Comprehensive Planning: Support Analysis for Housing & Education Sector
- The Philippine BPO Industry: A Strategy for Economic Development
- Community Engagement (Stuart & Patrick County, VA; Montgomery WV)

#### **Project Management**

Full project management with timing deliverables and fiscal responsibilities, including market research, feasibility analysis, branding, product development, design planning, cost estimation, construction, sales, and operations of various consumer-based real estate & financial products

- Anvaya Cove ([www.anvayacove.com](http://www.anvayacove.com)), an 800-acre, \$ 80 million integrated residential resort community
- Canvas Boutique Hotel ([www.canvasboutiquehotel.com](http://www.canvasboutiquehotel.com)) and Spin Hostel ([www.spinhostel.com](http://www.spinhostel.com)), designer hotel brands addressing millennial travelers
- Ayala Land, Inc. \$ 45 million public debt issue

## **Strategic Planning**

Industry & competitor analysis, internal evaluation of resources & strengths, strategy formulation, and execution of action plans, and continuous alignment of critical resources with previously identified strategies

- Market Strategy for Ayala Land, Inc. Leisure Group (a Philippine Stock Exchange listed company with \$11.5 billion market capitalization)
- Portfolio Re-alignment & New Products for a \$ 130 million privately held real estate holding company

Specialized consultancy services offering in-depth market research, analysis, and recommendations on various business models, ready for execution

- Mixed use real estate business models for three new hotel brands in the Philippines (www.vanguardhotels.com)
- Luxury residential resort targeting domestic Philippine leisure market (Alila Calabuena, Philippines)

## **Operations & Fiscal Management**

Complete set up and operation of various new businesses in line with identified economic opportunities, including organizational development, manpower hiring & performance appraisal, capital and legal structure, capital and operating budgets, external financing and audit, and annual operations review

## **PROFESSIONAL WORK HISTORY**

### **Graduate Assistant**

#### **The Institute for Policy and Governance, Virginia Tech**

*Blacksburg, VA, August 2018 to present*

Projects: Community Voices book, Research on Corporatism, Community engagement

### **Real Estate Consultant**

#### ***Real Estate, Hotel, & Architectural Design Service Projects***

*Philippines & Cambodia, 2013 to present*

Clients: Vanguard Hotels, Inc. (Singapore), Alila Resort Hotel for Calabuena, AIDEA Philippines architectural firm, Junction Hostel, The Pines Baguio, Coron Islands master planning

### **President and General Manager**

***Oak Drive Capital, Inc., a real estate holding and development company with \$80 m in assets***

*Bonifacio Global City, Philippines, 2009 to 2012*

Projects: Canvas Boutique Hotel, Spin Hostel, agro-business ventures, 500-acre seaside resort master planning, \$45 million commercial office building (planning)

### **Regional Head for Southeast Asia**

***C&C Alpha Southeast Asia, a real estate holding and development company based in the UK***

*Makati City, Philippines, 2007 to 2008*

Projects: \$45 million 4-star business travelers hotel (planning)

**PROFESSIONAL WORK HISTORY (continued)**

**Senior Division Manager and Head of Real Estate Leisure Group**

***Ayala Land, Inc.***, a Philippine Stock Exchange-listed company with market cap of \$12 billion  
Makati City, Philippines, 2003 to 2007

Projects: Anvaya Cove, a \$100 million seaside resort and residential community

**EDUCATION**

**Master in Urban & Regional  
Planning (candidate, 2019)  
Virginia Tech**

*Blacksburg, VA, U.S.A.  
Outstanding First Year Graduate  
Student*

**Master in Business Administration  
Asian Institute of Management**

*Makati City, Philippines  
Graduated with honors (Distinction)  
Asian Development Bank (ADB) Full  
Scholarship Grant*

**BS, Business Management  
Ateneo de Manila University**

*Quezon City, Philippines  
Graduated with Honors  
(Cum Laude)*