

PROJECT LEADERSHIP CURRICULUM VITAE

ZEN PARK

RESIDENCES · CANCUN

The team and partners who conceive, design and build a benchmark of the Zen Living Standard.

DEVELOPED BY

ELAA BIENS



01

DEVELOPMENT & CONSTRUCTION

DEVELOPER · GENERAL CONTRACTOR

DEVELOPER

ELAA BIENS

Joaquín R. Rincón Gallardo

CEO · ELAA BIENS

Sandro Espinosa

VICE PRESIDENT AND CHAIR OF THE ADVISORY BOARD

Sandro Espinosa brings more than 16 years of experience in construction and real estate development, working on commercial and residential projects at every scale. He began his career expanding a restaurant chain of his own, the period in which he built his technical command as a general contractor. He went on to lead multiple commercial projects before specializing in multifamily development, including housing complexes, student residences and senior living communities.

As an entrepreneur, he has moved from single-family homes to projects of far greater complexity, uniting architectural quality, operational efficiency and financial viability. He currently serves as Chair of the Advisory Board of RG Studio, where his strategic vision guides innovative, sustainable development — a decisive role in establishing Zen Park Cancun as a benchmark of the national real estate market.



● The Beacon, Atlanta



● The Beacon, Atlanta



● The Beacon, Atlanta

16 years

of experience in real estate development

+78,000 m²

built and delivered on site

2

offices · Cancun, Q. Roo and Mérida, Yuc.

GREMACO specializes in the conception, development and construction of projects for the public and private sectors, with offices in Cancun, Quintana Roo and Mérida, Yucatán. Over 16 years it has delivered more than 78,000 m² built under turnkey, general contracting and project management structures, distinguished by its rigorous handling of process, budget and schedule.

Its experience spans the residential, multifamily, hospitality, commercial and public works sectors. Notable projects include the Marriott Av. Tulum hotel, La Quinta by Wyndham and Fairfield by Marriott; residential developments such as Casa Puerto Cancun, the 28 Residencias Real de Colegios and the 4 Residenciales of Fraccionamiento Arbolada; and multifamily projects such as the Searena series in Playa del Carmen.

This multisector record supports the execution of Zen Park Residences with a building partner of proven capability in the region.



● La Quinta by Wyndham, Cancun



● Searena, Playa del Carmen



● Casa Puerto Cancun

02

ARCHITECTURE

DESIGN · INTERIORS · VISUALIZATION

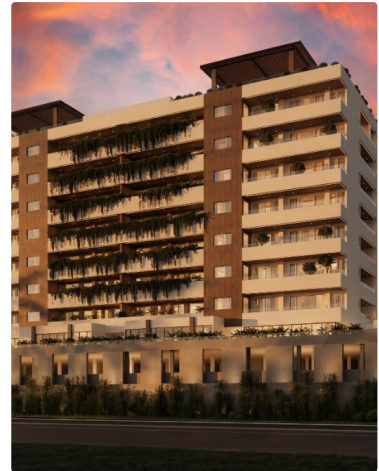
Joaquín R. Rincón Gallardo

FOUNDER & CEO · RINCÓN GALLARDO ARCHITECTURE AND URBANISM

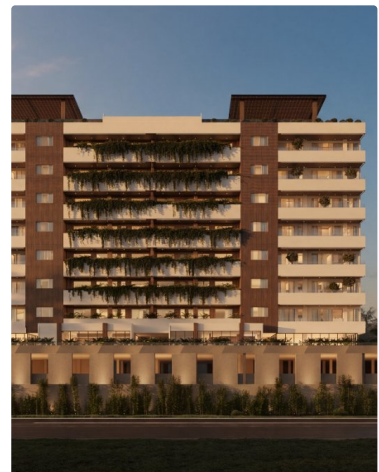
Joaquín R. Rincón Gallardo brings more than 30 years of international experience across strategic sectors including real estate, entertainment and technology.

In 2025 he founded his firm in Mexico with the mission of redefining urban development through innovation, sustainability and design excellence. His first project, Zen Park Cancun, brings together contemporary architecture, wellbeing and technology under the Zen Living Standard model, informed by international benchmarks such as Passivhaus, LEED and WELL.

Under his leadership, Joaquín has assembled a senior multidisciplinary team that has established Zen Park as a national benchmark, advancing a vision of housing built around quality of life and harmony with its surroundings.



● Zen Park Residences, Cancun



● Zen Park Residences, Cancun



● Zen Park Residences, Cancun

Arch. Rafael Oliva

FOUNDING PARTNER · DIRECTOR OF INTERIOR
ARCHITECTURE

Rafael Oliva is an architect trained at UDLAP and a founding partner of Espacio Interior since 2002. He currently heads the Puebla office and co-directs the Monterrey office as Director of Interior Architecture.

With more than 25 years of experience, he has worked on significant projects for corporations and hotels across Mexico, the United States and Latin America, consistently offering creative, strategic solutions shaped to each client's needs.

Beyond his experience in project management and new business development, he works closely with the design studio to ensure bespoke proposals that meet and exceed expectations.



● Rosewood, Mexico City



● Hard Rock Hotel & Casino, Cancun



● Primary bedroom, Type B · Zen Park

Arch. Miguel Ángel Rueda Santos

3D ARTIST · ARCHITECTURAL VISUALIZER

Architect, 3D artist and architectural visualizer with more than 8 years of experience in visualization and interior design. He has worked on projects in different parts of the world, bringing creativity, realism and inventive solutions that communicate architectural ideas with clarity and impact.

Among the notable projects he has contributed to are Nativo Las Gaviotas and Bella Vista Oriente in Concón, Chile, as well as the Restructuration rue des Colonnes du Trône in Paris, France.

He graduated from Universidad Nacional Experimental del Táchira, where he built the technical and conceptual foundation he later paired with command of Autocad, SketchUp, Revit, 3Ds Max, ZBrush, D5 Render, Twinmotion, Unreal Engine 5, DaVinci Resolve and Adobe Photoshop and Illustrator. His approach joins technical precision with artistic sensibility to turn concepts into immersive visual experiences.



● Zen Park Residences, Cancun



● Bella Vista Oriente, Concón



● Nativo Las Gaviotas, Concón

03

ENGINEERING STRUCTURAL

SEISMIC-RESISTANT DESIGN · HIGH-RISE BUILDING

+50 years

of practice in structural engineering

Nat. / Int.

presence and recognition

Multi

residential, offices, mining, automotive

A leading engineering firm with a record of more than 50 years. Its practice spans a wide range of industries — residential; offices, with a specialty in high-rise buildings and the implementation of seismic-resistant systems; mining, steel and automotive, among others.

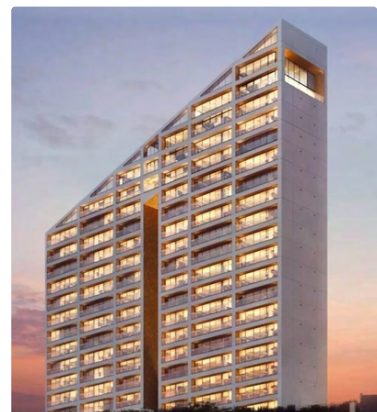
Its long record of success, its focus on code compliance and the diversity of its projects give it standing at national and international level. Its portfolio includes some of the country's most iconic works: Torre Mayor, Hotel St. Regis, Reforma 222 and the José Vasconcelos Library in Mexico City; City View in Querétaro; the Centro Administrativo Distrital (CAD) in Bogotá; and Landmark Puerta de Hierro in Zapopan.



● Torre Mayor, Mexico City



● City View, Querétaro



● Landmark Puerta de Hierro, Zapopan

04

ENGINEERING MEP & AUTOMATION

MECHANICAL · ELECTRICAL · SPECIALTY

Specialists in the development and calculation of mechanical, electrical and special systems engineering (MEP).

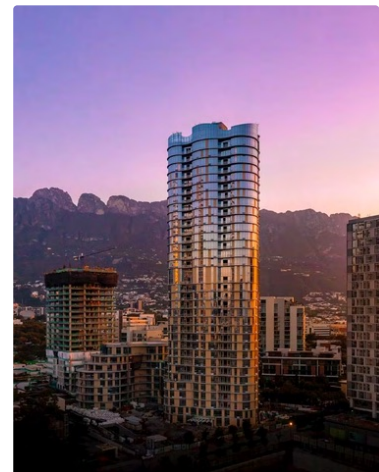
Incuadra is a young, innovative and forward-looking firm that, despite its short history, has built broad experience in the sector. Its technology-led approach, the quality of every project and its capacity to deliver comprehensive, high-level solutions have quickly made it a benchmark in Mexico within its specialty.

It stands out nationally for large-scale projects, among them:

- ◇ BMW Paintshop and Headquarters · San Luis Potosí
- ◇ Zoho Torre 7 · Vallarta · Aria Living · Cancun
- ◇ Torre La Nube · Monterrey · Centro Mover · Monterrey
- ◇ Jumex Saltillo · Mier y Pesado 220 · Mexico City



● Aria Living, Cancun



● Torre La Nube, Monterrey



● Zoho Torre 7, Vallarta

05

SUSTAINABLE DESIGN

PASSIVHAUS PRINCIPLES · ENERGY EFFICIENCY

ARMONIEN



Arch. Lister Lares Yanes Principal · Armonien

A firm specializing in energy-efficient projects, designing to Passivhaus principles and the Passivhaus standard. Its mission is to bring together innovative design, comfort and efficiency in order to build and advise on spaces that respect the environment and reduce the energy footprint to a minimum. With more than 25 years in the sector, its multidisciplinary professional team accompanies every project.

INTERNATIONAL TEAM

Collaborators from several countries contribute expertise in bi-climatic design, thermal envelope and energy modeling.

PASSIVHAUS AUTHORITIES

Pioneers in the teaching of energy design, instructors certified by the Passivhaus Institut of Germany, responsible for the first Passivhaus projects in Mexico.

MULTIDISCIPLINARY STAFF

Architectural design, interior decoration, MEP engineering, BIM drafting and modeling, sustainability-focused marketing and financial management.

06

SALES & MARKETING

SALES STRATEGY · ADVISOR NETWORK

IAD MÉXICO



Karim Goudiaby

CEO & FOUNDER · IAD MÉXICO (FORMERLY NEXIMO)

A French entrepreneur with nearly 15 years building real estate platforms and portals in France, the United States and Latin America. He co-founded Vivanuncios, the largest real estate portal in Latin America, acquired by eBay — the company where he led Vivanuncios México from 2016 to 2018.

He is founder and CEO of iad México, the country's first digital brokerage affiliated with iad International, today with more than 1,700 independent advisors. He also hosts the program Inversiones Inmobiliarias on Imagen Radio and TV.



Nicolas Duret

CHIEF OPERATING OFFICER · IAD MÉXICO

A French executive with an international record in company operations and scaling. Before co-leading iad México as Chief Operating Officer, he built his career at global companies such as Anheuser-Busch InBev.

He brings the operational discipline and commercial structure that sustain the advisor network and the sales strategy for Zen Park.

The Vivanuncios / eBay exit and the founding of iad México — now 1,700+ advisors — support the sale of Zen Park with one of the strongest digital real estate platforms in the country.

07

REAL ESTATE FINANCING

ADVISORY · MORTGAGE MANAGEMENT

MAEFA BROKERS

A team of consultants specializing in real estate financing advisory and management across all its branches, for more than 10 years.

From a mortgage for the acquisition of a property through to financing for high-value real estate developments. The firm was born of the idea of giving clients calm and confidence, guiding them from the very outset until the financing of their project is secured.

They therefore work only with the most established banks and lenders in the country:

Santander

Citibanamex

Scotiabank

Banorte

Banregio

Afirme

HSBC

Banca Mifel

Infonavit

SERVICES

- ◇ Advisory and management for loan applications
- ◇ Sales-force training for real estate agencies
- ◇ Synergy with residential developments: financing managed for your clients
- ◇ Financial talks for non-financial audiences, mortgage-focused

08

LICENSED CONSTRUCTION DIRECTOR

PERMITS · MANAGEMENT · RULINGS

CECILIA HUBBARD CARMONA

+22 years

in development, management and site supervision

P.R.O. 1253

registered Licensed Construction Expert

+14 years

Association of Civil Engineers

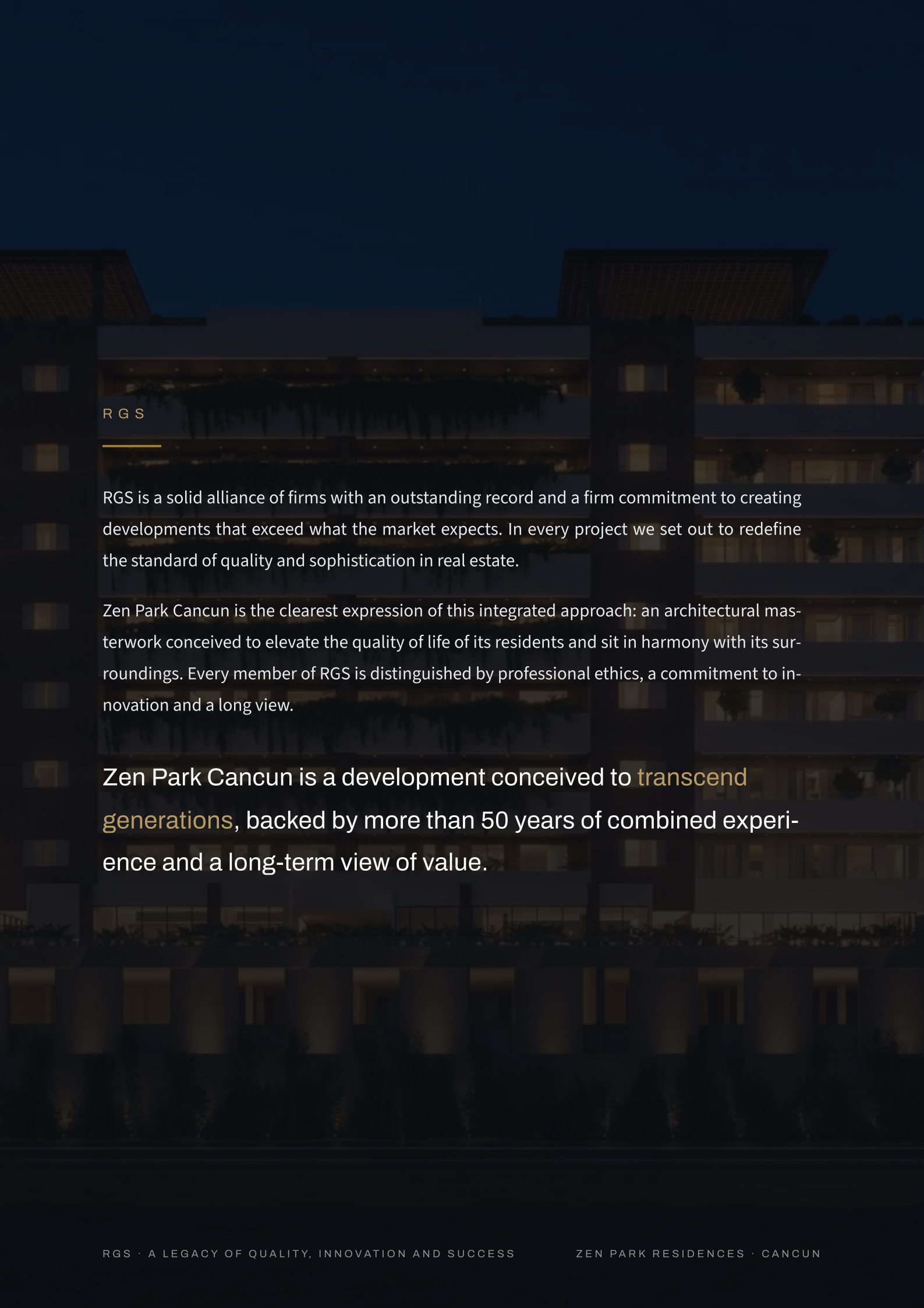
A civil engineer with more than 22 years of experience in the development, management and supervision of construction projects. Across her career she has proven the value of delivering solid, sustainable results that contribute to the growth of society through engineering.

A 2010 graduate of Universidad La Salle Cancun, she extended her training with the Senior Management Program (IPADE) and the Innovation and Transformation Program (MIT). She is registered as a Licensed Construction Expert (P.R.O. 1253), which attests to her technical experience and her commitment to quality and safety on every project.

With more than 14 years in the Association of Civil Engineers, she has built a professional network that lets her contribute practical, strategic solutions — building with responsibility, innovation and an integrated approach that creates long-term value.

KEY AREAS

- ◇ Project management and construction permits
- ◇ Condominium property regimes
- ◇ Structural, territorial, urban and traffic impact rulings
- ◇ Territorial compatibility and state urban-planning conformity



R G S

RGS is a solid alliance of firms with an outstanding record and a firm commitment to creating developments that exceed what the market expects. In every project we set out to redefine the standard of quality and sophistication in real estate.

Zen Park Cancun is the clearest expression of this integrated approach: an architectural masterpiece conceived to elevate the quality of life of its residents and sit in harmony with its surroundings. Every member of RGS is distinguished by professional ethics, a commitment to innovation and a long view.

Zen Park Cancun is a development conceived to **transcend generations**, backed by more than 50 years of combined experience and a long-term view of value.