

**Carlos Serra**  
**Senior Vice President**  
**Southwest Region Manager**  
Project and Development Services



### **Current Responsibilities**

Carlos Serra is a Senior Vice President and Southwest Regional Manager of Jones Lang LaSalle's Project and Development Services. Carlos is a proven leader with more than 15 years of international real estate and construction experience. Carlos currently manages a team of more than 70 professionals throughout Southern California, Nevada, Hawaii and Arizona. His team manages more than 200 projects with a total value of \$600 million annually with major accounts including DIRECTV, The Dorchester Group, The Walt Disney Company, Wells Realty, and NBCUniversal. Carlos is responsible for implementing best practices on all projects, and ensuring the team's highest customer satisfaction scores on each project.

As a development professional he specializes in advising developers in site selection and acquisition, best-use analysis feasibility studies and creating and managing capital cost budgets and cash flows.

### **Experience**

Prior to joining Jones Lang LaSalle, Carlos was the US West Region Manager for the Project & Cost Management division of a Fortune 500 company as well as their Los Angeles Operational Manager. There he was responsible for leadership level collaboration within key business units; delivering project and cost management, workplace strategy, sustainability, interior design, architecture, planning and economics. Carlos advised clients on real estate development portfolios from under \$10MM to more complex syndicated deals over \$500MM throughout North America. This experience included both fit-out and ground-up construction.

Carlos specializes in key asset classes; commercial offices, resorts and hotels, retail, multi-family, educational, P3 (Public Private Partnership) and industrial

### **Key Transactions**

- Ritz-Carlton Residences, 40 story
- Nestle CRE, Multiple locations
- Ritz-Carlton Hotel/Residences, 53 story
- Hamilton General Hospital, P3
- Rowland Heights, Mixed use, 200,000sf
- Telus Tower, Commercial office, 800,000sf
- County of LA Deferred Maintenance
- GTAYC Detention Center, P3

### **Education and Affiliations**

Carlos holds a BSc Quantity Surveying degree from the University of Northumbria, UK. He is a professional member of the Royal Institution of Chartered Surveyors, and recipient of the Dearle & Henderson advanced real estate economics award. Carlos has professional experience covering both Europe and North America.