

DIEGO RODRÍGUEZ
REGIONAL DIRECTOR OF MARKET
RESEARCH AND CONSULTING



“Quality market data and consistent application of internationally recognized methodologies provide the foundation for healthy growth in Latin America.”

Diego is the Regional Director of Research and Consulting covering Colombia, Peru and Mexico. He has over 10 years of market research experience, six of them focused on the real estate sector, where he has advised the investment decisions of companies of all types including investment funds, multinationals, developers, private investors, among others.

He has developed studies on the real estate market for the general public whose results have been published in some of the main magazines and newspapers in Colombia. It is his vision to provide the best level of service possible to the client with the aim of helping them make the best real estate decisions. At the same time, he strives to contribute to the growth and maturity of the real estate market in general throughout Latin America.

His experience includes the development of feasibility studies, market studies, location studies, economic analysis and trend analysis focused mainly on commercial, corporate office, industrial, mixed-use projects, along with urban and rural lot subdivisions, among others.

EXPERIENCE

LOGAN, Regional Director of Research and Consulting. Bogota - Colombia, 2017 - Current

CUSHMAN & WAKEFIELD, Research and consulting market coordinator for Colombia
Bogota, 2011 - 2017

GURÚ DIGITAL, Manager/ Sr. Reasercher
Bogota, 2009 - 2011

PROXIMITY-BBDO, Account Manger
Bogota, 2009

DASIGNO, Account Executive
Bogota, 2008 - 2009

IN TOUCH-JWT, Jr. Reasercher
Bogota, 2008

IMPORTANT ASSIGNMENTS

- Office Market Study. Bogota, 2016
Corporate Client
- Feasibility Study Development Lot Av. 26
Bogota, 2015. Public Utility
- Retail Center Market Study. Colombia, 2013
Technology Company
- Feasibility Study Retail Center. Medellin, 2014
Investment Group
- Retail Convenience Store Market Study
Colombia, 2014. Distribution Company
- Industrial Market Study. Bogota, Cali and
Barranquilla, 2012. Industrial Manufacturing