

H. DAMON BRADEN
MBA, P.E., LEED AP
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PROFILE:

Demonstrated record of success throughout extensive career in the land development business with development, design and construction of institutional, public and private projects throughout the United States.

SKILL SUMMARY:

Managerial	Strategic Planning	Effective	Astute
Financial	Risk Management	Committed	Focused
Negotiations	Operations	Analytical	Conscientious

QUALIFICATIONS:

- o Completed \$300 million five-star resort complex, 400,000 square foot hotel and forty Villas selling for more than \$5 million each for Manchester Resorts a \$2 billion company.
- o Helped established the San Diego Urban Development Division for Lennar.
- o Managed acquisition and entitlement of a mixed-use project, residential, office, retail, hotel, of nearly 3,000,000 square feet on the San Diego Bay front, office component to be LEED Certified - Lennar.
- o Managed acquisition, entitlement and pre-construction of commercial mixed-use project office, hotel, of nearly three million square feet on the San Diego Bay front, Navy Office LEED Silver. - Manchester
- o Marketing analysis; \$100,000,000 acquisition in three states, 27 locations, 11,600 units. - Lennar
- o Managed financial analysis for joint venture and acquisition; 6000 units, 373,000 sf retail, 180,000 sf office, 400-room hotel, and football stadium for Lennar.
- o Assured overall profitability >15% at PDC to meet company financial goals.
- o Maximized return on investment >20% for Lennar in condominium and mixed-use projects.
- o Grew PDC business group from \$200,000 to over \$3,000,000 over a five-year period.
- o Managed acquisition and partnering structure; 8 Properties 1427 Homes, \$37,000,000 investment for Lennar.
- o Developed Pro forma for Lennar to accurately model Urban Development projects.
- o Negotiated consultant and general contracts at PDC, Lennar and Manchester.
- o Developed contracts to minimize risk and maximize profit for PDC, Lennar and Manchester.
- o Authored and presented study of Steel Framing for all Type V construction at Innovative Building Technology Conference.
- o Wrote a Project Quality Assurance Manual for Lennar; manual was used nation-wide.
- o Managed \$35 million Capital Improvement program.

EXPERIENCE:

Development Manager	Manchester Financial Group	San Diego, CA	2 Years
Development Manager	Lennar Communities	San Diego, CA	5 Years
Vice President	PDC (Project Design Consultants)	San Diego, CA	5 Years
Progressive Growth	Various	TX, VA, UT, CA	15 Years

EDUCATION:

Master Of Business Administration (MBA) - University Of Redlands – California
Bachelor Of Science (BS) Engineering/Political Science - University Of Redlands – California

PROFESSIONAL REGISTRATIONS:

Registered Civil Engineer
LEED Accredited Professional (LEED AP)