



By **Stephanie Casariego** | CSpace Architecture + Design &
Stefan Oliver | SB-Architects
March 22, 2024

Entrepreneurship & Management SESSION #2

@ SB Architects
2333 Ponce de Leon #1000, Coral Gables, FL 33134

AIA Miami

AIA Fort Lauderdale

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**LEADERSHIP
DEVELOPMENT
PROGRAM**

Entrepreneurship & Management

PROGRAM SUMMARY:

This session will explore entrepreneurship and management. Scholars will participate in a discovery activity to establish a baseline of what their own notions of what it means to be an entrepreneur. Scholars will then hear from professionals with a wide range of experience in the architecture and design field growing and building their own businesses. The scholars will also presented an opportunity to interact directly with speakers and panelists via Q&A sections.

LEARNING OBJECTIVES:

Following this session, participants will be able to:

1. Define what it is to be an entrepreneur and differentiate between creating a job for oneself and being the owner of an architecture business.
2. Use management strategies to efficiently manage a team at a high level as well as leverage multiple layers of management
3. Identify growth strategies for an architecture and design focused business
4. Identify methods put in place to create a firm that can be seceded past the founding principal

PROGRAM ABSTRACT:

In this session scholars will explore what it means to be an entrepreneur in the architecture and design field. By way of actively participating in activities as well as listening to and engaging with a panel of professionals from varying backgrounds, scholars will be introduced to skills, strategies and information that will give them insight on the different paths successful entrepreneurs have taken to reach their goals as well as how they manage the office as a whole and different teams. The session will begin with an ice breaker activity where the group will establish a baseline of what their own notions of what it means to be an entrepreneur. Scholars will then hear from professionals with a wide range of experience in the architecture and design field growing and building their own businesses. The scholars will also presented an opportunity to interact directly with speakers and panelists via Q&A sections. The speakers will lend their personal experience and perspectives to touch on the sessions planned learning objectives. After this session scholars will understand the process of becoming an entrepreneur in architecture and design, how lead and manage teams at different scales, strategies on growing a business and establishing a firm for long term success beyond the founding principals.

Entrepreneurship & Management

Date: 22.March.2024

Location: SB Architects 2333 Ponce de Leon #1000, Coral Gables, FL 33134

Time: 12:00 pm – 5:00pm

AGENDA

12:00 – 12:30	Lunch
12:30 – 1:00	Ice breaker activity
1:00 – 2:00	Presentation #1 BAU Group
2:00 – 2:15	Coffee Break
2:15 – 3:00	Presentation #2 Nati Soto
3:00 – 3:05	Stretch Break
3:05 – 4:00	Presentation #3 Ligia Labrada
4:00 – 4:15	Break
4:15 - 5:00	Presentation #4 Alex Casariego
5:00 – 6:30	Happy Hour @ SB Architects Office

III. Speakers & Presentations

Presentation #1:

“Making the Transition to Start Your Own Practice”

The founders of BAU Group will present how they founded their boutique architecture practice and discuss with the group how they transitioned from their full time jobs to opening their own practice.



Vera Zacker
email vera@thebaugroup.com
thebaugroup.com

Vera Fernández Zacker, AIA

Principal

A licensed architect with over 16 years of professional experience, Vera has overseen the management, design and construction of a wide range of corporate, retail and residential projects. With a Master of Architecture from the Southern California Institute of Architecture, she understands both design theory and real-life technical restrictions that collide in today’s architectural projects.



Eva Fernandez-Villegas
email eva@thebaugroup.com
thebaugroup.com

Eva Fernández-Villegas, LEED AP

Principal

A trained architect with over 16 years of professional experience, Eva has worked in architectural studios in Los Angeles, Miami, Costa Rica and Mexico. With a Master of Architecture from Southern California Institute of Architecture and international work, she has gained vast experience in both residential and commercial projects. A strategist by nature her work has a strong sense of purpose and innovation.

Presentation #2:

Ferguson Glasgow Schuster Soto, Inc “How to Build a Lasting Architecture Practice”

In this presentation, Natividad will present how her firm was founded and what practices were put in place to continue the firm past the original founders.



Nati Soto
email nsoto@fgss.net

Natividad Soto, FAIA, LEED AP BD+C

President

Nati Soto is an award winning architect and fellow of the American Institute of Architects. She is the president of Ferguson Glasgow Schuster Soto, Inc., a well-established Coral Gables Architecture & Interior Design firm with expertise in medical, civic, and recreational projects. The firm’s work includes Patient Floor Modernization for Jackson Health System, Carrollton School of the Sacred Heart Ferre Convocation Center, U-SoA’s Jorge M. Perez Architecture Center (collaborating with Leon Krier), MDR Logistics Division/East Kendall Fire-Rescue Station, City of Miami Beach Muss Park, City of Miami West End Park, and many others. She has served as the AIA Florida First VP/President Elect, President Miami Center for Architecture & Design, a member of the AIA Diversity Council and was the president of AIA Miami in 2009.

Presentation #3:

“Identify growth strategies for an architecture and design focused business”



Ligia Labrada

llabrada@unum-consulting.com

UNUM-Consulting.com

Ligia Labrada

Founder and President

LIGIA INES LABRADA is Founder and President of Miami-based UNUM Consulting, Inc. With hands-on experience in every aspect of architecture, construction, project management, and business development, Ligia focuses on the development and execution of growth strategies for architecture and construction firms involved in commercial and institutional real estate projects. UNUM Consulting provides a one stop opportunity for developers, fortune 500 companies, retailers and fine dining clients who are looking for a painless construction process in Miami; saving time and money. UNUM represents Miami's premier commercial real estate clients responsible for some of our city's most recognized projects As director of business development for Brodson Construction Inc. Ligia Identified, analyzed risk and return potential, and projected budgets for more than \$100 million in new ventures. She was part of the negotiating team that achieved APPLE Flagship, Aventura; NIKE Flagship, Miami Beach, American Airlines Arena 601, Miami; Boston Consulting Group Offices, Brickell; OSAKA, Brickell; City Zero, Little Havana; GoPRO, Wynwood, AKERMAN, West Palm Beach; Stefano Ricci, Design District; to name a few and maintained communications with the firm's existing and prospective clients. Brodson is a national contractor based out of South Florida with a track record of successful projects from Miami to Los Angeles. As business development for McGowan Builders, Inc., Ligia was MGowan Florida's primary client relationship manager, and also handled pre-construction reviews, quality assurance, and company standards compliance. The New York -based firm provides general contracting and construction management services to private and institutional clients. AT HITT Contracting she managed teams of project superintendents and assistant project managers on a 520 million interior build out. First as a superintendent, then as a project manager with Solutions Inc. she completed a \$10 million Class A interior buildout, while staying within budget on multiple jobsites, supervising subs and crews, handling permitting and other issues with city and county officials. 2021 President of CREW Miami (Commercial Real Estate Women) where she has been active since 2014, Ligia serves on the City of Miami's Urban Development Review Board (2019 - present), and on the board of directors RMA Miami (Risk Management Association) (2014 - present). She co-chaired the Committee on Architecture for the American Institute of Architects Miami Chapter (2014), and is a member of the Urban Land Institute (ULI). Ligia holds a bachelor of architecture degree from the University of Miami School of Architecture. She is fluent in English, Spanish, and Italian.

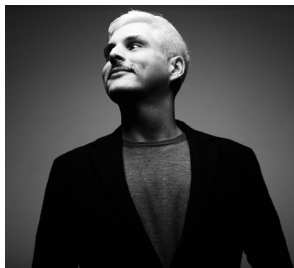
Presentation #4:

“Managing a Team with Multiple Layers of Management”

In this presentation we will have a Q+A Session with Alex Casariego of Meta and we will discuss how he manages a team from a director level and how projects get completed with multiple layers of management.

Alex Casariego

Alex Casariego is a Director of Product Growth at Meta, managing teams across Meta AI and Facebook Feed & Notifications. Alex graduated with a Political Science degree from the University of Chicago in 2013 before beginning his career at Priceline.com as a Marketing Analyst responsible for buying hotel ads. He moved on to work at Twitter briefly as an Ad Operations Analyst, then accepted an offer at Facebook in 2015. Alex has worked across several product areas while at Meta, from growing Facebook to emerging markets to driving adoption of VR at Oculus.



Alex Casariego

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SESSION SUPPORTERS



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Thank you to PASConcept, Armina Stone, and Eastern Engineering for supporting this session.

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Acknowledgements

We would also like to thank SB-Architects for hosting Session # 2

