

José López Baeza

Project Director
Strategy, Construction
& Organizational Transformation

www.jlbaeza.com | jose@jlbaeza.com | +52 811 016 1272 | www.linkedin.com/in/joselbaeza

Executive Summary

Project and organizational transformation director with over 15 years of experience in industrial, corporate, and large-scale environments. My approach integrates Lean management, agility, and ontological coaching to build high-performance teams that deliver sustainable value. I foster cultures of collaboration and continuous learning, where decision-making is evidence-based and strategically aligned. I have led projects that reduced risks by up to 40%, improved delivery times by more than 30%, and raised quality standards, consistently aligning outcomes with business goals and customer experience.

Key Skills

Leadership & Strategy:

- Transformative leadership and development of high-performance teams.
- Design of organizational cultures oriented towards collaboration and innovation.
- Strategic negotiation and stakeholder management in complex environments.
- Executive coaching and human development as catalysts for change.

Methodologies & Management:

- Lean Management, Agile, Scrum, Evidence-Based Management, PMI.
- Management of industrial, corporate and large-scale projects.
- Optimization of time, costs, risks and quality standards.
- Owner's Representation and Project Controls.

Tools & Techniques:

- Procore, AutoCAD, MS Project, digital management and collaboration tools
- Value Engineering
- Critical analysis and strategic planning

Professional Experience

Senior Project Manager – Jones Lang LaSalle (2022 –Present)

- Integration of project management offices of 3 companies, creating synergies and efficiency.
- Reduction of cost analysis time from 3 months to 3 weeks in multifamily project.

- Leadership in industrial project delivered one month ahead of schedule.
- Creation of a collaborative environment that raised team morale and performance.

Project Manager Leader – Cushman & Wakefield (2021 – 2022)

- 40% risk reduction through cultural and strategic alignment.
- 33% improvement in delivery times of critical equipment for the client.
- Project management of \$28M USD (50,000 m²), acting as Owner's Representative.
- Implementation of agile practices reducing response times from 5 to 2 days.

Design & Construction Manager – One Development Group (2019 – 2020)

- Recovery of delayed projects, achieving 56% faster deliveries and with 88% higher quality.
- Management of a development of +\$70M USD, 100,000 m², +25 levels, with LEED standards.
- Generation of value propositions (+\$11M), obtaining savings of 15%.
- Creation of pre-construction processes that ensured successful start-ups.

Consultant and speaker (2008 – Present)

- Training of organizational leaders with an agile mentality and orientation to results.
- Implementation of Lean and Agile frameworks in teams from different industries.
- Speaker and facilitator in workshops, webinars and conferences.
- Accompaniment to organizations in cultural transformation processes.

Education

B. Architecture – Universidad Autonoma de Nuevo Leon

Certifications

- **Evidence-Based Management** – Scrum.org
- **Ontological Coaching** – Aprending Talent Development
- **Lean Management Authorized Training Partner** – Lean Construction Institute Mexico
- **Lean Management Specialist** – Lean Construction Institute México
- **Professional Scrum Master** – Scrum.org