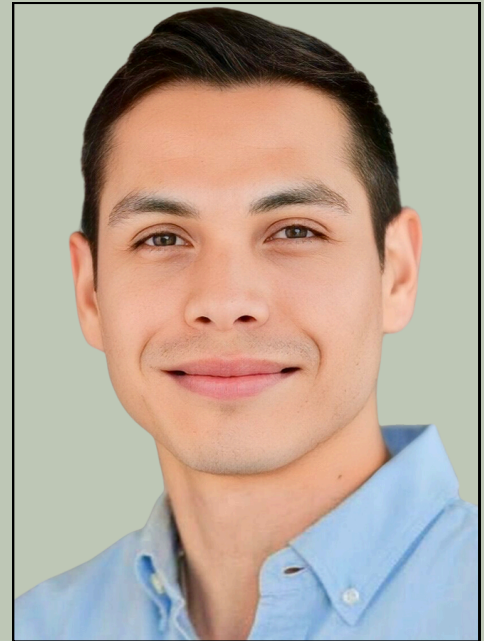


# TULIO BARUCH

With more than 25 years of experience in sales and marketing, focusing on **ultra-luxury and lifestyle** brands, he has developed an entrepreneurial and creative mindset that enables him to forge innovative partnerships between luxury travel agencies and **real estate developments**. Most recently, he held the position of **Regional Director** of Sales and Marketing at Nômade People, where he refined his expertise in launching and positioning luxury brands. His background encompasses dynamic roles at esteemed hotels, including **Rosewood Mayakoba, NIZUC, Andaz Mayakoba, and Grand Velas**, among others.



# FABIAN TEJEDA

With over 18 years of experience in sales and marketing within the hospitality sector, he is a passionate and driven leader dedicated to achieving outstanding results for **luxury and ultra-luxury** brands. His primary skills encompass revenue management, new business development, marketing, CRM, B2B, B2C, and group sales. He has a proven track record of boosting sales volume, market share, and profitability for esteemed properties, including the **Ritz-Carlton Reserve Resorts and Rosewood**. He has successfully led the sales strategy and performance for award-winning resorts in Mexico, recognized as some of **the best in the world** by **Travel + Leisure, Condé Nast Traveler, and The 50 Best**.