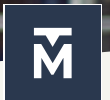


Vacancy at PropHero

Divestment Lead



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Requirements

- Over 5 years of experience
- In Real Estate
- Background in asset management
- Strong financial and analytical skills
- Team management expertise
- Entrepreneurial and proactive mindset

📍 Madrid

PropHero is an AI-powered marketplace transforming real-estate investment by making property ownership more efficient and accessible. The Divestment Lead will define the sales strategy and maximize asset profitability to support this impact.

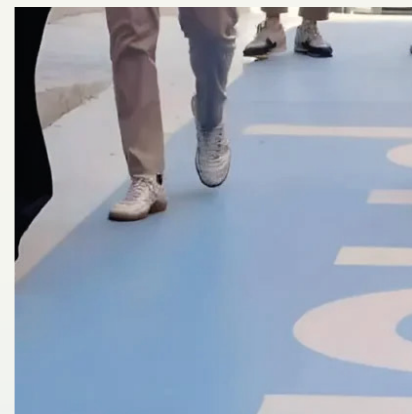
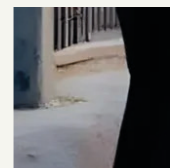
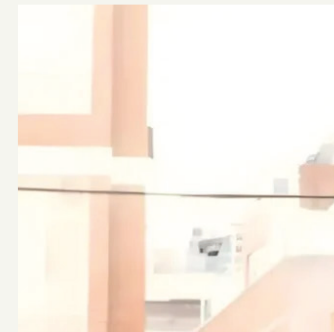
About PropHero

PropHero is an AI-powered marketplace transforming real-estate investment. Founded in 2021 by professionals with a background in strategic consulting, the company analyzes more than 80 million data points and over 250 variables to identify, acquire, and manage high-performing assets across multiple markets.

With operational presence in four countries and a team of more than 150 professionals representing 12 nationalities, PropHero maintains offices in key cities such as Madrid, Valencia, Barcelona, and Sydney. By combining proprietary technology with deep local expertise, the company delivers a rigorous, scalable, and data-driven approach to maximizing client returns.

PropHero currently manages over 1.2 billion dollars in real-estate assets for a community of more than 8,000 investors from 40 countries. Its platform integrates the entire investment lifecycle: property search, analysis, acquisition, renovation, furnishing, rental management, and real-time performance tracking.

The company continues to strengthen its technological and operational capabilities to expand its international footprint and position itself as a leading force in the digitalization of real-estate wealth, simplifying a traditionally complex process and offering an investment experience that is more accessible, efficient, and results-oriented.





Divestment Lead

The Divestment Lead holds a pivotal strategic role within PropHero, responsible for defining and executing the strategy for the Divestments department.

The primary objective is to maximize both the speed and profitability of asset sales, ensuring the company delivers on its commitment to efficient investment cycles. Positioned at the intersection of strategy, operations, and financial analysis, the role demands a professional capable of navigating complex market dynamics while guiding a high-performing team. A key responsibility is the full ownership of the pricing strategy. This involves conducting ongoing market analysis to determine competitive asking prices and managing the unit economics of each transaction. The Divestment Lead must confidently defend pricing decisions with robust data, understanding the levers that drive profitability and secure target margins. Through this financial rigor, each divestment contributes meaningfully to the company's broader economic objectives.

Partner leadership and end-to-end sales execution

Success in this role requires a dual-channel approach. Externally, the Divestment Lead builds, manages and empowers a top-tier network of partners, including real estate agencies, boutique firms and buyer's agents, relationships that are essential for ensuring the efficient sale of assets on the open market. Internally, the role involves close collaboration with Product and Marketing teams to optimize asset sales through the PropHero platform and deliver an excellent customer experience. The Divestment Lead also oversees the end-to-end project management of the sales cycle. From asset preparation, such as home staging and photography, to coordination with the legal team for closing, they ensure that timelines and quality standards are consistently met.

As the leader of the Divestments team, this professional fosters a culture of accountability and continuous improvement. They are responsible for developing team members, motivating them to reach ambitious goals and creating an environment where high performance is the standard.

“ *As Divestment Lead, you will play a key role in shaping a fast-growing, tech-driven real estate company. This is an opportunity to elevate our asset sales performance, build strong market partnerships and contribute directly to PropHero’s continued expansion.*”

▪ **David Gras, Strategy & Operations Manager, Supply**

The ideal candidate brings over five years of demonstrable experience in the real estate sector, ideally within asset management, property sales, or real estate investment. They possess deep knowledge of asset pricing and unit economics, combined with excellent communication and negotiation skills. A proven ability to build professional networks within the real estate ecosystem is essential. As a leader, they know how to motivate teams and thrive in high-paced, dynamic environments. Proactive and resourceful, this individual is a natural problem-solver who adapts quickly to change and takes true ownership of projects.

This is a unique opportunity to shape the divestment strategy of a fast-growing scale-up, driving tangible impact in a company that is redefining property investment.





Interested?

PropHero is working with Top of Minds to fill this vacancy.
To express your interest, please contact Ana Moya Morales at
ana.moyamoraless@topofminds.com



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