

SUMMARY: Award winning residential project executive with 20+ years experience in delivering thousands of single-family and multifamily sites and buildings - acquisitions/due diligence through entitlements, agency approvals, civil/land development, and vertical delivery coordination. Residential portfolio with transferable delivery systems applicable to commercial, industrial, and retail: permitting/plan-check execution, utility/off-site coordination, project controls, and stakeholder management. A proven closer, support comes from the repeatable systems that I built that consistently secured approvals within 2-3 review cycles, managed \$4M-\$20M budgets, and tracked complex schedules, at a granular level, to stay ahead of the curve and protect delivery targets. Known for establishing agency trust, surfacing and mitigating risk early, and implementing standards and project controls that improve cadence, communication, certainty, and performance toward business-plan metrics.

CORE COMPETENCIES

Project Operations: Multi-site portfolio management of 15+ at a time; tract/site sizes have ranged from 55-1045 lots (avg. 250 lots) / 3-30 acres; Established & enforced **Standard Operating Procedures**, including **architectural, landscape & civil plan standards**, to improve consistency & cycle time.

Project Controls: Built project/priority tracking systems managing toward business plan metrics & real-time communicative reporting; Managed regular Division staff meetings; Leveraged MS Project, MS Excel & Outlook workflows (email/calendar/notes, categories/flags)

Forward Planning & Entitlements: CEQA compliance; tentative map submittals/approvals; worked within specific plans; drove conditions of approval from concept to final; plan check coordination (including quality control); final map approvals; handled plotting/phasing; presented at public hearing presentations

Land Development & Construction: Secured final engineering plan approvals, technical oversight of horizontal improvements for conformance to approved plans; managed dry utility consultant; points of connection verification; bond management & exoneration

Acquisitions & Due Diligence: Engaged feasibility consultants toward identifying risks and property characteristics. Then, drafted corporate investment presentations. Concurrently, controlled schedule & budget creation while remaining engaged with the municipality & seller.

Infill & New Development: Demo, environmental remediation, work through legacy utilities, neighbor outreach, shared PL conflicts, well abandonments

Cross-Sector Delivery Fundamentals: Familiar with commercial/industrial/retail delivery drivers and terminology (e.g., **core & shell vs. interior build-out, permit/plan-check cycles, closeout/turnover**), and experienced executing the underlying controls that govern outcomes across asset types.

Product & Site Design Leadership: Site planning, comprehensively **reviewed architectural designs, civil engineering improvement plans & landscape architecture** to value engineer, constructability review, conflict avoidance, & align elements between the market & the City

Special Districts & Financing: Supported CFD formations/annexations & SCIP coordination

Procurement & Vendor Management: Developed scopes of work & RFPs/solicitation; ran bid analysis then negotiated awards/contracts toward scheduling and managing consultants (engineers, architects, etc) and when necessary, contractors/vendors.

Regulatory & Legal Documentation: Ran the DRE & FHA approval process as well as assembling Public Report & disclosure packages (CC&Rs, Special Disclosures)

Leadership: Leadership of 6 at a time; served as hiring manager; coached underperformers

Government, Stakeholder & Community Relations: Served as primary liaison to all local agencies and Homeowner's Associations. Coordinated across City/County Planning, Building & Safety, Engineering/Public Works, School Districts, and water/sewer/gas/electric utility agencies.

Relationships: Established positive relationships of trust, consistency, & integrity with governing agencies & municipalities, including: **Cities of Menifee, Riverside, Wildomar, Jurupa Valley, San Jacinto** and more.

EDUCATION

BACHELOR OF ARTS, SOCIOLOGY w/ Business Management emphasis

03/2003

University of California, Riverside

- Student Speaker, 2003 Commencement Ceremony

RUBEN “RJ” HERNANDEZ

- Accepted to Honors Program, Alpha Lambda Delta Honors Society & Golden Key Int'l Honors Society
University of Sussex at Brighton (England): Business Management & Strategy 2001-2002

HONORS

- Building Industry Association Baldy View* – 2021 Volunteer of the Year
- National Association of Homebuilders California* Finalist, 2020 Young Professionals Award

EMPLOYMENT HISTORY

DIRECTOR, FORWARD PLANNING/PROJECT MANAGEMENT 08/2023–04/2025

Century Communities Southern California

Primary Responsibilities: Leadership of the Department. At one time, acted as **sole PM** for an extended period, managing a portfolio of **14+ simultaneous projects**. **Stabilized delivery during peak workload** by absorbing overflow work and **redistributing priorities** to protect team bandwidth.

- Rose Glen (Upland): Secured building plan approval with a single plan-check cycle (1st submittal)**
- Sagecrest (Riverside): Obtained building plan approval within two plan-check cycles.** Led full A/E (architect/structural) coordination to reconcile cross-discipline inconsistencies surfaced during resubmittal— including instances where corrective scope was implicitly shifted between disciplines without notification. Performed comment-by-comment adjudication, assigned accountable parties, verified resolution closure across all affected sheets/calculations, and managed disciplined deliverable control through approval.
- Stonebrook Meadows (Yucaipa):** Resolved a “no win” compliance requirement to close a model home as the landscape architect-of-record was out of business and the City required rear-yard as-builts that could not be produced in the requested format. Reconstructed the documentation pathway by field-verifying installed conditions against approved plans and issuing precise, methodical as-built/revision markups in Bluebeam to close the compliance gap. Achieved sign-off with only one re-inspection, **enabling timely closing.**
- Harveston (Vista):** Unblocked electric and gas utility meter installations to support year-end closings when prior efforts stalled. Leveraged SDG&E relationships to identify the root cause (an obsolete addressing exhibit submitted at project start), then produced and delivered a corrected addressing exhibit accepted by SDG&E. Established and drove the execution plan for meter installations, maintained on-site oversight to ensure continuous progress, and personally walked inspections with the inspector and superintendent. **Homes closed on schedule.**
- Harveston (Vista):** Secured an off-site sewer easement required for the final home closing after the City withheld release pending easement establishment and the affected property owner was hostile. After consultant efforts failed, directly engaged the owner and negotiated compensation from **\$250,000 to \$30,000**, then personally drove signature execution and City approval to completion. **Home closed on schedule.**
- Mountain Bridge North & South (San Jacinto):** Corrected a critical compliance gap, that I inherited, where Improvement Bonds had not been submitted to the City despite the project being ~50% constructed when identified. Mitigated immediate City action to suspend permits and closings (amid a strained City–builder relationship) by directly engaging City staff, leveraging established rapport, and securing interim operational continuity while bond documentation was finalized. **Coordinated bond issuance and submittal; no permits or closings were delayed.**
- Emerald Ridge (Jurupa Valley):** Led entitlement and plan-approval execution for a **185-unit mixed SFR/MFR** community under unfavorable Conditions of Approval. **Negotiated an extension to the required completion milestone for the major park site.** During Planning Commission, addressed resident testimony regarding site disorder caused by illegal dumping by establishing a reasonable, time-bound cleanup commitment and personally committing to host monthly resident town halls to provide status and accountability. Concurrently obtained Planning Department approval of redesigned landscape plans based on a defensible technical redesign narrative, **generating approximately \$1,000,000 in material savings from boulder scope reduction alone.**

Reason for leaving: *Position eliminated in a nation-wide RIF as division de-prioritized acquiring new entitlement deals, instead prioritized owned lots and planned deliveries as rates held elevated & sales continued to drop.*

RUBEN “RJ” HERNANDEZ
DIRECTOR, PLANNING/PROJECT MANAGEMENT

2022-2023

Monte Vista Homes Southern California (San Bernardino, Riverside & Los Angeles counties)

Primary responsibilities: Managed 15 tracts concurrently, spanning activities from entitlement to plan-check (engineering, building, planning).

- **TM5350-1 (Fallbrook):** Led County coordination and entitlement-risk mitigation to **preserve approvals facing imminent expiration**; County staff characterized the outcome as a “miracle” given the timing constraints.
- **Citrus Oaks (Glendora):** Despite receiving a commitment date for plan check, 30 days later the City had not yet started the plan check. I met with the Director and was able to negotiate a no bid process, to get the plan check started and expedited. **Improvement plan plan checks were completed in (2) weeks.**
- **Gallery Park (Riverside):** an apartment project, I received praise from Judy E. (the Planner) who stated (to paraphrase) **that my entitlement submittal was the best she had seen.** We subsequently secured Approval in time to avoid an Inclusionary Housing policy adoption.
- **Cedar Villas (Rialto):** Volatile compliance issue arose due to a failure of the company’s previous project manager to secure authorization, from a Native American tribe, prior to beginning construction. I immediately engaged the Tribal Chair, implemented interim site-protection controls, and negotiated a **temporary corrective agreement allowing limited work to proceed** while remedies were executed, **restoring stakeholder confidence.**

Reason for leaving: *Role was eliminated due to tightening credit and resulting financing constraints (private company), which deferred takedowns and shifted the company’s focus away from new unentitled acquisitions. Responsibilities were assumed directly by the owner.*

LAND DEVELOPMENT MANAGER

2020-2021

LGI Homes Southern California Region | homebuilder/developer

Territory: Southern California including the County of Kern, San Bernardino, Riverside, Orange, San Diego

Primary Responsibilities: Directed all land development (in the field) and land planning activities, for the division. Managed a workload of approx. 10 tracts concurrently, spanning activities from entitlement submittals through final engineering & Planning approvals, with heavy active land development activities.

- **Esplanade: Entitled 922 lot subdivision from raw land to Final Engineering**
- **Desert Willow Village:** Inherited budget was significantly short, in response value engineered several plans to **realize a cost savings to offset the shortfall.**
- **Desert Willow Village II:** On a hunch, engaged 3rd party to re-review the dry utility points of connection to discover no POC’s exist to the tract. **Fortunately, resolved issue in time.**
- **Harvest Grove:** Inherited schedule impacted by Seller’s failure to perform on time, **in response re-sequenced the land development plan in order to make up for 80% of the lost time.**

Reason for leaving: *Voluntary (out of necessity) as following a change in management a new protocol was put into effect no longer allowing use of consultants for projects located 3+ hours away which created travel demands incompatible with my responsibilities as a parent of, at the time, two toddlers.*

PROJECT MANAGER II

2018-2020

Richmond American Homes Riverside County division | homebuilder/developer

Primary Responsibilities: Managed a workload of approximately 10 tracts, concurrently, with statuses ranging from entitlement submittals onward to finished lot deals onward. Managed projects toward meeting business plan metrics and during the pandemic, a time when demand had increased significantly.

Reason for leaving: *Was not looking, was actively recruited for an advancement opportunity to play a key role and first local office hire, in launching a new Southern California division for an expanding builder.*

PROJECT MANAGER

2017-2018

KB Home Inland Empire division | homebuilder/developer

Primary Responsibilities: Managed a workload of 4 tracts, concurrently, spanning activities from entitlement submittals through coordination of land development operations. Managed projects toward meeting business plan metrics.

Voluntary, proactively transitioned, after leadership signaled a second RIF as the division pivoted from long-range forward planning to backlog/closings & option takedowns deferred, to protect stability for a single-income household.

LAND PLANNING SPECIALIST (PROJECT MANAGER)

2014-2017

RUBEN “RJ” HERNANDEZ

K. Hovnanian Homes Southern California division | homebuilder/developer

Primary Responsibilities: Initially responsible for all legacy and active community Bonds (origination, maintenance, exoneration), Regulatory Permits (resolving) & Land Dispositions (properties that were never transferred). Then, in mid-2016, as Project Manager, took on management of *Four Seasons at Beaumont* and *Four Seasons at Terra Lago* entitlements, final engineering of multiple tracts, & management and turnover of conservation areas.

- **Lake Rancho Viejo (Fallbrook):** Worked with County of San Diego toward negotiating an endowment and final condition of a conservation area I was managing, resulting in an agreement.
- **La Laguna (Lake Elsinore):** Drainage issues were abundant, worked with the civil engineer and landscape architect toward devising a method to mitigate them. **The effort was successful.**
- **Meridian Hills (Moorpark):** As an experiment, due to the very negative relationship between K. Hovnanian and the Homeowners Association (HOA), I was installed on the Board to try and repair the relationship. **I was successful in repairing the relationship.**

Reason for leaving: *Voluntary, proactively transitioned based on guidance I received during downsizing; capital constraints paused the acquisition/entitlement pipeline & reduced forward-planning workload*

ADDITIONAL INFORMATION

- **Work Samples:** Available upon request, including self-designed Trackers, Forms, Standards, etc.
- **D.I.S.C. Assessment & Strengths Finder’s Profiles:** Available upon request
- **Video & Audio from Public Hearings** showing RJ at work: Available upon request
- **References:** Available upon request
- **Project List:** Available upon request