

# EVOLVED

STUDENT LIVING

Pan-European PBSA Management Services for Strategic Asset and PBSA Portfolios



A Collegiate AC Group Company

“Evolved is the specialist PBSA management arm of the Collegiate AC Group, focused on helping strategic asset and ambitious portfolio owners to achieve the highest quality student experience and institutional-grade management standards to deliver sustainable investment success.”

The team at Evolved are recognised as leading industry experts in the successful operation of purpose-built student accommodation; at the forefront of innovation in student accommodation management for over 20 years.

Working with strategic investors and developers, the team's unrivalled experience and integrated knowledge has helped them deliver success in over 100 high-quality projects across the UK, Portugal, Spain, Italy and other new destinations in Europe.

Our multi-jurisdiction experience has allowed us to constantly evolve our systems and processes to ensure they are continuously improved and optimised for each country in which we operate.

No other team has our level of knowledge and experience, that's why Evolved is the operating partner of choice for ambitious developers and investors seeking operational excellence and resilient long-term revenues.

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## **MORE THAN A PAN-EUROPEAN OPERATING PLATFORM**

Evolved is a management brand of the Collegiate AC Group and Collegiate Europe. Our Evolved operating platform provides superior knowledge, experience, and a clear vision to ensure an added value service with capabilities to optimise design, production of interior specifications, operations, marketing, and financial delivery with a greater emphasis on performance than alternative providers.

Evolved work with strategic owners, ensuring the continuing success and sustainability of the performance of the asset, whilst delivering a proactive and sophisticated approach in setting product and market strategies, so value is created, not destroyed.

The industry and peers recognise the high quality and leading-edge of our knowledge, experience, and ability to apply this to deliver successful operations and investments.





## OUR SERVICES

Evolved is an expert third party pan-European operating platform, for high quality student accommodation assets; focused on the proactive marketing and management of schemes to ensure our clients investment objectives are fully achieved.

We have Evolved our operating infrastructure and interfaced systems that seamlessly link all the way through from tenant booking to banking, from performance reporting to client accounts.

The suite of services that Evolved can provide for our clients include:

- Operational Property Management
  - Sales and Marketing
  - Rental Collections

- Tenant Satisfaction and Wellbeing
  - 24hr Operational Support
  - Onsite Maintenance and Housekeeping
  - State of the art Property Management Systems
  - Institutional Grade Financial Reporting
  - Human Resources
  - Health and Safety Compliance
  - Procurement and Contractor Management
  - Development Management Support,
  - Detailed Interior Design and Specification
  - FF&E Procurement
  - Feasibility and Investment Appraisals
  - Asset Life Cycle and Maintenance Management
  - Mobilisation Management
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## EXECUTIVE TEAM

Our Executive team at Evolved have unparalleled knowledge of operating Purpose Built Student Accommodation assets across Europe;



**Heriberto Cuanalo** | Chairman & CEO

Eri is a recognised expert in the design, development, construction and management of leading PBSA schemes across Europe, with over twenty years of senior experience in the sector. With an early background in hospitality, marketing and Universities, Eri has since worked on many hundreds of PBSA and Co-Living projects across the UK and Europe and helped a number of major strategic players achieve success through his recognised passion in improving design and management, which has set new industry benchmarks in improving the student experience.



**Robert Clothier** | Managing Director

With over 20 years of professional experience, Rob has successfully partnered with both public and private sector clients to deliver assets through the complete acquisition, development, construction and operational phases. This experience has accumulated knowledge and learning across some 50 PBSA projects, within 6 European Countries. Starting in the UK, originating from a construction and development background – Rob progressed his experience with Collegiate AC Group – working in the leadership team to drive their expansion across Southern Europe and taking an integral role within Evolved Student Living.



**Melanie Cuanalo** | Group Finance & Compliance Director

Melanie has over 15 years experience in serving institutional and corporate clients in the student accommodation sector and has detailed understanding of scheme costs and processes having managed in excess of 30,000 student tenancies.





**Alan Blackmore** | Chief Operating Officer

Alan brings two decades of unparalleled leadership, with a proven track record in spearheading operational excellence and helping both strategic asset and ambitious portfolio owners to achieve their visions. As pan-European Chief Operating Officer for Collegiate AC Group Ltd, Alan's leadership has been instrumental in mobilising teams over some 100 assets, translating to 30k beds spanning 6 European countries. With 15 years of distinguished board-level involvement, he is recognised for his visionary approach in student accommodation, his commercial acumen, and for consistently outperforming financial business plans on a pan-European scale.



**Susana Carrero** | Group Technical Director

Trained as an architect in Spain, Susana has worked in London, Malta and Madrid as an architect and interior designer, before to join Collegiate in 2017 to lead the architecture and interior design team. As a perfectionist and demanding designer, she focused on delivering the best product for Collegiate while prioritizing a Quality-Functionality-Cost relationship.



**Owen King** | Group Commercial Manager

Owen joined the Collegiate Finance team in early 2018. Since then he has led the Finance, Commercial and Business Intelligence team working on several project developments across the UK, Portugal, Spain and Italy.



**Patrice Vogt-Hoff** | European Head of Marketing

Patrice has worked on PBSA projects since 2016. With more than 20 years of experience in marketing communication and events management within international companies and institutions, Patrice has an accurate analyse on marketing strategies. Patrice speaks 5 languages and has worked in multilingual B2B & B2C environments. He focuses on data analysis, marketing policies and strategies.



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To learn more about Evolved and discuss  
your potential requirements please contact us;

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