

BRICKELL[®] MAGAZINE

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CHRISTINE MARTINEZ DE CASTRO

"I can sell anything Ugo Colombo builds confidently because I know we are delivering our buyers the very best in quality. Our goal is to under-promise and over-deliver."

Christine Martinez de Castro considers it a great privilege to be working for Developer Ugo Colombo and a company whose reputation precedes them. "At CMC Group, we build buildings that are sited as examples of quality construction and set the standards for luxury," she says of her work as VP of Sales & Marketing for CMC Group and Broker of Record for CMC Real Estate. Onda in Bay Harbor and Vita at Grove Isle are the latest projects she and her team are working on. "It's an honor to be part of a team that consistently delivers the best," she says. After many years in corporate communications for airlines and PR firms, she made a shift to real estate sales & marketing. "My skills translated perfectly into the business and gave me an edge in working with clients, brokers and developers alike," she says. "Real estate is a dynamic industry, and I'm always on the lookout for better ways to engage our buyers and our broker community."

Support System: "I have 3 teenage daughters, and although the common perception is that motherhood would be the toughest part of my life, it is actually the easiest. They are my peace, and when we're the happiest when we are together."

Trivia Time: "I've worked in several industries, but people are most surprised that I worked in the cigar industry and how much I know about them."

Planning & Policy: "I worked at Delta Air Lines and wrote the overall communications strategy for the company in response to 9/11."