



At Arum, we create projects with a soul of their own, from start to finish.

We design, develop, structure and manage unique resorts designed to respect the environment, create exclusive spaces and make exceptional memories.

Why Arum?

Expertise

Our company has over 20 years of experience designing, developing managing and selling RESORTS, hotels, homes and apartments.

Overview

We have global, strategic and peripheral vision of each and every one of the businesses that make up an enterprise as complex as a resort.

Management

We are managers, not consultants. Our management and strategy goes beyond consulting. We walk with you along the way.

Value

We are committed to generating value and profitability. We align ourselves with the owners in order to create and generate value for the property and its shareholders.

Areas of Expertise

Resort Management and Development

- Integral project management
- Resort conceptualization
- Urban management
- Drafting of ad hoc strategic plans
- New product design
- Management of community services
- Restructuring
- Development of new projects
- Sales and marketing
- Financing and fundraising



Development of residential and tourist properties

- New product design and conceptualization
- Coordination of architectural and technical teams
- Project management during construction
- Creation and follow-up of sales and marketing plans
- Coordination of sales teams and national and international broker networks
- Search for financing



Hotel development and management

- Urban management
- Product design
- Condo-hotel, branded residences and new tourism concepts
- Support during selection and negotiation of contracts with operators
- Construction project management
- Asset management
- Rental pool/rental management



Golf

- Comprehensive strategic plans
- Analysis and proposal of operational improvements
- Golf course redesign
- Agronomy and irrigation studies
- Special consulting
- Sales and marketing



Leisure and Commercial

- Rental management
- Design of specific real estate assets
- Restoration plans (F&B)
- Event planning
- Strategic plans
- Project management
- Asset management
- Tenant search



Innovation

- Digitization plans
- Technology development for the real estate sector
- New product design: Assisted Living / Senior Care / Co-living
- Mobility and security plans
- Development of sustainable and environmentally-committed solutions for the real estate sector
- Design of resort service catalogues to ensure self-sufficiency



The Arum Methodology

Preliminary analysis & DD



Experience

Our team has over 20 years of experience in real estate and resort management, not only in Spain but in the international arena as well:

France, Portugal, Germany, Belgium, Poland, Slovakia, Morocco, Paraguay, Punta del Este



Resorts

- Residencial Abama Resort – *Tenerife*
- Golf Lumine – *Tarragona*
- La Manga Club – *Cartagena*
- Les Palmeres d'Aigüesverds – *Tarragona*
- El Dorado Playa – *Cambrils*
- El Solell de Santa Agnès – *Barcelona*
- Bonmont Costa Daurada – *Tarragona*
- Parc Samà – *Cambrils*
- Passeig de Mar – *Tarragona*
- Fuentes de Almuñécar – *Granada*
- Playa Macenas – *Mojácar*
- Los Altos de Nerja – *Málaga*
- El Sol de Itrabo – *Granada*
- Sant Pere de Ribes – *Tarragona*



Hotels

- Dolce- Sitges - *Barcelona*
- Hyatt Regency - *La Manga - Cartagena*
- Lumine - Salou - *Tarragona*
- Sheraton Bonmont - *Tarragona*
- Rivas - *Madrid*
- Montmeló - *Barcelona*
- Bonaire - *Valencia*
- Alcorcón - *Madrid*
- Alcobendas - *Madrid*
- Molins de Rei - *Barcelona*
- Barajas - *Madrid*
- Salt - *Girona*
- Málaga - *Málaga*
- 22@ - *Barcelona*
- Sant Cugat - *Barcelona*
- Getafe - *Madrid*



History

● 1995 - 1999

1995

Medgroup is founded by Jordi Robinat

1996

Begins to manage Golf Aigüesverds

1999

Partners with Soros Real Estate Investors

2000

100,000 m² of buildable land in portfolio

Acquisition of Aigüesverds

2001

Acquisition of Bonmont and Playa Macenas

● 2000 - 2007

2003

Inauguration of first Express by Holiday Inn

2004

More than 1M m² of buildable land in portfolio

Inauguration of Dolce Sitges

Acquisition of La Manga Club Resort

2005

Incorporation of Perry Capital

● 2008 - 2014

2007

Acquisition of Dorado Resort

2008

Sale of 15 Express by Holiday Inn hotels

Medgroup restructuring process begins

2011

Commencement of management

Residencial Abama Resort

2014

Transition from MedGroup to creation of the new Arum Group brand

● 2015 - 2020

Completion of Medgroup restructuring process

2019

Development of Lumine project begins

Sale of La Manga Club Resort

The Team

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Jordi Robinat

PRESIDENT AND REAL ESTATE INVESTOR

Jordi Robinat is the founder and president of Arum Group, the corporate successor of MedGroup, a leader in real estate and residential projects in Spain and South America, having built and managed more than 5,000 homes and 16 hotels.

Previously, he was the CEO of GIGA Hotels and Meridiana Compañía de Aviación.

Jordi Robinat also manages private equity investments in various sectors through different investment vehicles.

In 2003 he founded Alda, an NGO that works to improve education in Paraguay.

Jordi Robinat holds an MBA in International Finance from ESADE and completed the Executive and Financial Management Programme at the Stanford School of Business.

Jesús Abellán

CEO AND ASSET MANAGER

Real estate expert specialising in strategic planning. Involved in joint venture operations, restructuring, purchase and sale of assets and companies.

CEO of Impulse Asset BCN, a real estate investment manager operating in different European countries.

Managing Director and later CEO of MedGroup, currently Arum Group.

Financial Director of Cilsa (Manager of the Logistics Activities Area of the Port of Barcelona).

He holds an degree in Business Administration and MBA from ESADE and completed the “Financial and Management Program” at the Stanford School of Business.

Francesc Pujol

REAL ESTATE DIRECTOR

Managing Director of Impulse Asset BCN, a real estate investment management company operating in different European countries.

Technical Director of Residencial Urbemar, a residential real estate development company.

Construction Director for MedGroup, a company partially owned by Soros REI, which specialises in managing complex real estate projects, mainly residential communities on the Spanish coast.

Director of Infrastructures for Cilsa (Manager of the Logistics Activities Zone at the Port of Barcelona).

Civil Engineering degree from the University of Barcelona and Project and Construction Management degree from IESE.

Elodie Casola

DIRECTOR OF MARKETING AND COMMUNICATION

Elodie joined the Arum Group in 2013 as the person responsible for marketing and communication for all the company’s projects.

She was previously Director of Marketing and Development at T&L (INDRA), working with developers, hotel operators and national and international investors.

Director of the COPCA office in New York, introducing and helping Spanish companies to develop on the east coast of the United State. Co-chair of the European Resort Development Council.

She holds a law degree from the University of Barcelona and degrees in Marketing and International Trade from NYU and McGill (Montreal).

Toni Candini

DIRECTOR OF BUSINESS DEVELOPMENT

Toni Candini joined the Arum Group in 2017 as Business Development Director in charge of attracting, coordinating and managing real estate projects.

Previously, he oversaw Servicing for Solvia, managing the real estate portfolio of Banco Sabadell.

He began his professional career at Impulse Asset BCN as the head of pan-European real estate investments for Spanish family offices.

He holds a degree in Business Administration and an MBA from ESADE.

