

CV

RUI MERCADAL VIEIRA

Country Head Iberia



Based in Madrid, Spain

Years of professional experience: 20+

Palmira employee since: 2016

Rui Mercadal Vieira is country head of Palmira Capital in Iberia. He has been active in the real estate sector for more than 20 years, focused on logistics development and alternative investments. Rui has been heading Palmira's activities in Iberia since 2016. In parallel, he had been a managing partner of Kefren Capital Real Estate (KCRE), focused on value add investments in Iberia. While executive partner of KCRE he initiated a joint venture with Palmira Capital to join forces in the Iberian market.

Prior to this, Rui rolled out the pan-European asset management platform 'Lapithus', an affiliate of Apollo Global Management, who he joined as MD and member of the European board. Rui held senior positions with Hudson Advisors, Vivico Real Estate and E&Y Real Estate during the course of his career.

Rui is Immobilienökonom (ebs), holds an engineering degree (focused in civil engineering and economics) of TU Darmstadt and started his real estate activities in the 90s. He is fluent in Spanish (native), Portuguese (native), English and German.