

WILFREDO H. FLORES

Senior Estate Manager | UHNW Multi-Property Operations | Principal & Family Liaison
New York, NY | Open to Relocation | contact@wiloflores.com | 787.429.1862

PROFILE

Senior estate manager with 15+ years in UHNW private service, aviation, and luxury hospitality — currently the principal's single point of contact, directing a 20-person staff-and-vendor operation across a five-property East Coast and Caribbean portfolio. A natural-sciences research background serves as the architecture behind systems thinking, operational and fiscal judgment, and the discreet, pragmatic approach to anticipatory service a principal trusts.

CORE COMPETENCIES

Estate Operations · Multi-Property Portfolios · Preventive Maintenance · Estate Security & Emergency Coordination
Staff & Vendors · Household Staff Management & Training · Vendor Sourcing, Procurement & Contracting · Payroll & HR
Principal Service · Principal Liaison · Anticipatory Service & Preference Matrices · Executive Protocol · Travel & Guest Readiness
Finance & Systems · Budget Build & Variance Analysis · Financial Reporting & Stewardship · SOP Development

PROFESSIONAL EXPERIENCE

PRIVATE SERVICE

Estate Manager — *Confidential Principal, East Coast & Caribbean* 2023 – Present

- Modernized and unified legacy systems across a five-property portfolio; defined roles and responsibilities for a team of six, fourteen vendors, and dozens of satellite subcontractors.
- Built the estate's operational foundation from scratch — a Nines-hosted living House Bible (SOPs, preference matrices, emergency contingencies) — and digitized vendor management and maintenance tracking ensuring full SLA and COI compliance.
- Managed **\$600K+** in capital projects for smart-home upgrades: delivered under budget, ahead of schedule, with zero incidents.
- Recovered **20%+** of the annual operating budget through vendor audits, contract renegotiations, and a switch to preventive maintenance and sensor technology.
- SOPs adoption improved overall compliance and elevated team morale, resulting in **100% employee retention** for two consecutive years while keeping all five residences owner- and guest-ready year-round.

ENTERPRISE SERVICE

Employee Experience Coordinator — *BlackRock, New York, NY* 2022 – 2023

- Delivered high-touch service across BlackRock's 1M sq. ft., 5,000-employee Hudson Yards HQ transition while resolving 200+ weekly requests and driving a **65%+ improvement** in response times and satisfaction scores.
- Leveraged real-time occupancy and environmental data to optimize resource allocation and space performance — building the smart-systems fluency now deployed across the current portfolio.

GUEST SERVICE

Flight Attendant — International — *United Airlines, Newark, NJ* 2015 – 2022

- Earned **100% positive** survey scores for five consecutive years serving Global Services passengers, United's highest-scrutiny flyers.
- Led documented responses to 20+ onboard medical and security events across seven years — coordinating with the flight deck and crew to resolve each incident without disrupting the passenger experience or escalating to diversion.

Luxury Guest Experience Ambassador — *Dorado Beach, a Ritz-Carlton Reserve, Dorado, PR* 2012 – 2015

- Private liaison to UHNW residence owners across a 1,900-acre reserve — managing service calls, scheduling, security and preference profiles under Ritz-Carlton Gold Standards. Contributed to two multimillion property sales after guest-requested residence tours.
- Pre-planned every principal arrival end to end: property walk-throughs, suite preparation, vehicle readiness, and cross-departmental coordination ensuring a seamless experience.

SYSTEMS & TOOLS

Household & Ops: Nines · QuickBooks · Microsoft 365 · Google Workspace · Asana · 1Password · Box · DocuSign · Trello
Smart Home & AV: Crestron · Savant · Lutron | **Secure Comms:** Signal · Proton Mail | **Aviation:** NetJets · Flexjet

EDUCATION & CREDENTIALS

B.S., Natural Sciences - Biotechnology Research — *University of the Sacred Heart, San Juan, PR*

Certifications: CPR & First Aid · FAA Flight Attendant Certification · Service Recovery & De-escalation · Ritz-Carlton Gold Standards

Affiliations: Easemakers Community · Private Service Alliance · Les Clefs d'Or

Languages: English (native) · Spanish (native)