

Vacancy at PropHero

Head of People



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PropHero is an AI-powered marketplace that has redefined how people invest in real estate. With around 200 professionals across Madrid, Valencia, Argentina, Australia, and Indonesia, the company has reached a stage where headcount growth is no longer the priority. Efficiency is. The Head of People builds the performance infrastructure that makes this possible and becomes the strategic partner for a leadership team that holds the bar high.

Requirements

- At least seven to ten years of experience in a People or HR leadership role in a high-growth tech or startup environment
- Has personally built or rebuilt a performance management system, including scorecards, feedback cycles, and exit discipline
- Track record in a scaling company
- Strong ability to advise and challenge C-level leaders
- Fluent in English and Spanish, based in Madrid and comfortable with regular travel to Valencia and other offices
- Direct, calm, and respected as a leader
- AI fluency beyond using LLMs, has built agents, tools, or automated workflows

 **Madrid**



About PropHero

PropHero is a technology scale-up founded in 2021 that transforms real estate investment through an AI-powered marketplace. The platform analyzes over 80 million data points and more than 250 variables to identify, acquire, and manage high-performing assets across four countries. It currently manages over 1.2 billion dollars in real estate assets for a community of more than 8,000 investors from 40 countries. The company combines proprietary technology with deep local expertise to deliver a rigorous, scalable, and data-driven investment experience. With offices in Madrid, Valencia, Barcelona, Sydney, and a distributed team in Argentina and Indonesia, PropHero counts around 200 professionals representing 12 nationalities. Madrid is the largest hub, with roughly 80 people on the ground. The culture holds two things in tension: genuine flexibility in how people work, and uncompromising standards for what they deliver. PropHero is not looking to double headcount. The strategic bet is to grow in quality, leverage AI for efficiency, and build a team where every person raises the bar.





Vacancy

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The People function at PropHero works. There is a team of five: two talent acquisition specialists, a culture lead, a People operations manager, and an office management intern. The processes exist. What has been missing is the layer above them: someone who turns a reactive HR setup into a performance engine. That is the mandate for the Head of People.

The starting point is the performance system. PropHero wants clarity on who the strong performers are, what great looks like at each role and level, how feedback flows, and how consequences are applied, both upward and downward the organisation. That means role scorecards, quarterly goals, a promotion philosophy rooted in impact rather than tenure, and a clean exit culture that is fast, respectful, and never a surprise. The priority is not complexity; the priority is that the system is simple, transparent, and actually used.

The second axis is talent density, measured in data. The Head of People defines and tracks the metrics that matter: talent density by role, performance distribution across the organisation, regretted versus non-regretted attrition, time to productivity, and manager effectiveness. These feed dashboards that leadership actively reviews, to answer uncomfortable questions about where the organisation is under-bar and which managers consistently build top performers. PropHero is not hiring to grow headcount. The sector is shifting, AI and efficiency are replacing headcount, and people are the biggest cost on the books. The Head of People must understand this as a business reality, not a constraint. Hiring standards go up, not down. The question is not how many people are joining, but whether each new person raises the bar of the team around them.

“ We want to be a company where performance is visible, excellence is rewarded, and people who are not contributing are addressed directly. Not a best-place-to-work poster. A place where you know where you stand.”

▪ Pedro Armas, Chief of Staff, PropHero

The third axis is leadership enablement. Managers at PropHero need to become performance multipliers. The Head of People coaches them on setting expectations, giving direct feedback, and making compensation and promotion decisions with confidence. This role has teeth: it calls out weak management when it needs to, and it operates as a trusted advisor to the Chief of Staff and the broader leadership team, which includes the CPO, COO, and CRO. The Head of People who fits here has worked in a startup or fast-scaling environment where the rules were not yet written and the function had to earn its credibility. Exposure to cultures that resemble Revolut or Netflix, or direct experience rebuilding a performance system from scratch, weighs heavily. The candidate brings enough seniority to push back on the CEO and leadership team when needed, and enough charisma to be followed by a distributed team across four countries.





Interested?

PropHero is working with Top of Minds to fill this vacancy.
To express your interest, please contact Julia Besa at julia.besa@topofminds.com



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