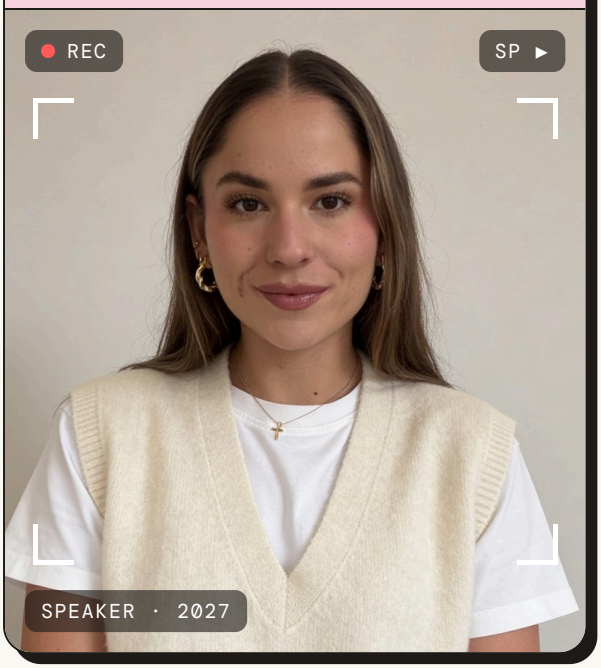
lina-maria-roa.jpg



SPEAKER · MODERATOR · HOST

Lina María Roa

Professionalizing short-term rentals in LatAm

Co-founder & COO · Ahead | Co-founder · Expohost | VP of the Board · Asohost | Videopodcast host | Political scientist

purpose.txt

Putting Colombia on the map of world-class hospitality.

100+ units operated by Ahead today	**2,000+** units in signed pipeline	**5,500+** Expohost attendees	**500+** units managed over her career

bio.txt

Lina María started in short-term rentals in 2018 with a rental arbitrage model, founded Ahead in 2019 and turned it into a third-party operator during the pandemic.

Today Ahead operates 100+ units in Bogotá, Cartagena, Santa Marta and Pereira, and she has managed around 500 over her career. Lina María leads hotel operations, revenue management, automation and end-to-end project structuring.

She co-founded Expohost, Latin America's largest STR trade fair by attendance, and hosts the videopodcast "Líderes que transforman la hospitalidad".

stages.log

2026	**ExpoHost Talks Bogotá** · Talk on AI in property management and panel moderator
2026	**AI Host Summit Medellín** · Asohost · Speaker
2026	**StaysUP** · Speaker and host
2025	**Airbnb Host Summit Medellín** · Closing session presenter
2025	**Travel Tech Bogotá** · Moderator, property managers panel
2025	**StaysUP** · Speaker

TALKS/ keynote · panel · moderation · workshop

01 · Technology

AI in property management

What to automate, how and when, and how it changes your team. Real lessons from running a fully remote operation.

02 · Investment

STRs and aparthotels as an asset class

Operating models, returns, regulation and what capital is looking for in Latin America.

03 · Leadership

Women building the new hospitality

Professionalizing an industry through operations, advocacy and technology.

SPEAKING INQUIRIES

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xo, Lina María