

DORIS KAVCIC: THE QUIET POWER BEHIND VITALUX AND A NEW KIND OF LEADERSHIP

by [Leisa Martin](#) | May 30, 2025



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I first met Doris Kavcic last year, in a setting that had nothing to do with real estate and everything to do with growth. We were both part of a small group dedicated to personal

development, and even then, it was clear Doris had a presence that went far beyond her professional title. She was grounded, thoughtful, and deeply intuitive. As I got to know her, I realized she carried those same qualities into her work as the founder and CEO Residencias Lujosas Vitalux, S. L., one of Marbella, Spain's most respected luxury real estate firms.

She is also the one who designed the red thread bracelet I mentioned in another blog. How can I not feel a kindred spirit connection with her? In the time since, I've watched her lead with a kind of quiet strength that's hard to miss and even harder not to admire. So, knowing about her journey, her mindset, and how she built a thriving business from the ground up while being involved in her community, I wanted a chance to share the story of someone whose life is a reflection of the values she lives by.

Doris's leadership philosophy is rooted in empowerment, not authority. She believes leadership isn't about control, but truly anchored in inspiring others with a vision and walking alongside them as they grow into it. She doesn't just direct her team, she works with them, teaches by example, and warmly celebrates their personal progress as much as their professional milestones. I'm reminded of the same energy she brought to our personal growth group by being humble, present, and genuinely invested in people.

Launching Vitalux in 2009, during the global financial crisis, wasn't a decision many would have made. But for Doris, the timing felt right, not because the conditions were perfect, but because her intuition told her it was. She says, "Real estate has always been my mission. Even when others were leaving Spain, I knew I had to stay." Helping people find their home is deeply meaningful to her, as it feels like a service she can offer.

Doris isn't one to get stuck in indecision. When she makes a choice, she fully commits with no second-guessing. Being solution oriented, she always finds a way forward. She says, "I like to ask myself what I would do if I wasn't afraid. This question always helps me move beyond fear into action."

It's no surprise to me that Doris views personal development as a critical part of leadership. She believes a business will only grow as much as its founder does. Her continuous learning journey has taken her into the realms of mental training, psychology, and most recently, neuroscience. She recently earned a Certificate in Brain Health and Neuroscience, a milestone she's deeply proud of. "The brain is our command center," she says. "When we take care of it, everything else improves, including our focus, our decisions, our energy. That's why I see brain health as a foundational part of success."

Despite her outward success and public role, Doris is, in her own words, a quiet soul and naturally introverted," She says, "I can be social, but I value my peace and

privacy.” I’ve seen this firsthand in the way she moves through the world with intention, keeping what matters most close to her heart. In a world that often celebrates noise, Doris reminds us that quiet confidence can be just as powerful.

“Life challenges aren’t always easy, but it’s always worth it. That’s part of the process.”

Knowing Doris has truly been a gift of inspiration. She’s a living example of what happens when you lead with vision, trust your intuition, and commit fully to your own evolution. Her journey isn’t just about real estate, it’s about resilience, purpose, and the power of inner alignment.

Whether you’re navigating a major life decision, starting a business, or simply working to become a better version of yourself, Doris’s story is a reminder that growth begins within, and success follows those who have the courage to stay true to themselves.

Explore her website, www.vitalux.es, to experience how she seamlessly combines her professional dedication to serving others with a passion for inspiring holistic well-being.



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