

**EXPERT PANEL BIOGRAPHIES**

**INDUSTRIAL SECTOR**

**Jason Ovadia**  
**Managing Director**  
**JLL Industrial & Logistics**  
**jason.ovadia@am.jll.com**

Mr. Jason Ovadia is the industrial lead for the West Coast and is responsible for leading the Northern California industrial practice for JLL. In addition to his regional leadership responsibilities, Jason remains an active industrial broker, representing some of the firm's most prestigious clients. He also serves as a Co-Chairman on the Industrial Executive Committee, the JLL Brokerage Leadership Council, Supply Chain & Logistics Group and is a JLL National Director of the firm.

Jason provides strategic solutions to corporations, institutional owners, developers, REITs, logistics providers and transportation companies helping them improve speed to market, provide cost and risk reduction and maximize location and labor requirements. Brokerage services include lease transactions, agency and tenant representation, site selection, investment sales, acquisition, disposition and build-to-suit properties and portfolios. Since joining JLL in 2008, Jason has been involved in over \$2 billion worth of real estate transactions, completing over 40 million square feet of industrial leasing and sales.

He is a board member of the National Association of Industrial and Office Properties (NAIOP) San Francisco chapter and the East Bay Broker's Association. Additionally, Jason is a member of the Society of Industrial and Office Realtors (SIOR) and the Urban Land Institute (ULI). He also sits on the Marshall Partners board for the Northern California Chapter of the University of Southern California Marshall School of Business.

## **RETAIL SECTOR**

**David Greensfelder**  
**Managing Principal**  
**Greensfelder Real Estate Strategy**  
[David@greensfelder.net](mailto:David@greensfelder.net)

Mr. David Greensfelder, founder and Managing Principal of Greensfelder Real Estate Strategy, develops real world, implementable real estate strategies and solutions for commercial (retail and office) and mixed-use projects. He has driven more than 350 projects spanning over 7 million SF with a finish market value estimated at over \$1.25 billion. He is a specialist in economic development and redevelopment planning, retail resiliency, understanding retail opportunities by differentiating between commodity and specialty retail, and analyzing the impacts of competing retail channels on bricks-and-mortar storefronts.

David recently authored the Retail and Last Mile narrative in the Urban Land Institute's "2019 Emerging Trends in Real Estate" where he discussed how influencers, platforms, an evolving landlord-tenant relationship, and a new equilibrium between retail and other product types is reshaping the retail landscape, and how the "last mile" is the least understood and biggest force impacting all product types. David serves on National Academy of Sciences NCHRP research panels as an urban economics and last-mile expert.

David frequently lectures at UC Berkeley's Fisher Center for Real Estate and Urban Economics, and MRED+D programs (where he is a Distinguished Visiting Fellow), the Haas Graduate School of Business, at USC's Lusk Center for Real Estate Development, and teaches ULI's Mixed-use Development Best Practices Professional Development program. He is a Director of Satellite Affordable Housing Associates and the Center for Creative Land Recycling, is an active ULI member (Urban Revitalization Council, Advisory Services, Education programs, and UrbanPlan and UP4PO steering committee, instructor, and trainer), and ICSC's P3 National Steering Committee. David graduated from Pitzer College (The Claremont Colleges) with a degree in Business Economics, and the SciARC Foundation Program.

**OFFICE AND HOTEL SECTORS:**

**Ed Del Beccaro**  
**Executive Vice President, San Francisco Bay Area Manager**  
**TRI Commercial**  
**Edward.DelBeccaro@tricommercial.com**

Ed Del Becarro is the San Francisco Bay Manager for the TRI Commercial offices located in Walnut Creek, Oakland, and San Francisco. The SF Bay Area brokerage operation is a full-service Leasing, Consulting and Investment Service Company specializing in office, industrial, life sciences, medical, retail, multi-family, and investments. Ed is a specialist in leasing and sales of office, medical and retail properties, and commercial/residential mixed used projects. He has vast experience with distressed properties, land sales, securing project entitlements and real estate valuation.

Ed's career spans 40 years in the real estate industry in the San Francisco Bay area. After starting his career at Grubb & Ellis in 1977, Ed ran his own development company from 1983 - 1992. Ed's background includes brokerage, property development both residential and commercial, property management, property entitlements and consulting. Since getting back into full-time brokerage, Ed has been the East Bay manager at Colliers, Grubb & Ellis and most recently Transwestern where he built up an office of 40 brokers, property management and staff. Ed has represented the following cities of Walnut Creek, San Ramon, Clayton, and Concord in their excess sites. In his career, Ed has leased or sold over two million square feet of real estate. A few representative clients include UCSF, UCSF Benioff Children's Hospital, California Bank & Trust, Mechanics Bank, Wells Fargo, and Community Bank.

**MULTI-FAMILY HOUSING MARKET:**

Tim M. Cornwell  
Principal  
The Concord Group  
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Mr. Tim Cornwell is a Principal in the San Francisco office. With a career spanning more than a decade at The Concord Group, Mr. Cornwell has completed more than 850 engagements for several hundred clients covering a wide variety of analysis/product types and real estate asset classes. During his tenure, Tim has completed engagements in 30 U.S. States and 12 countries.

Mr. Cornwell is an expert in market-based urban infill development strategy, delivering a best-in-class quantitative/qualitative approach to solving macro- and micro-economic challenges facing urban redevelopment around the United States.

Tim is a frequent speaker on multi-family development, urban infill trends and issues facing his Gen Y peers, and is active with the Urban Land Institute, SPUR, and other industry-leading organizations.

In addition to the market work summarized above, Mr. Cornwell leads The Concord Group's affordable housing practice, completing more than forty engagements annually in support funding applications, acquisitions, and planning efforts.

Tim, a native of the San Francisco Bay Area, is a graduate of Pomona College with a degree in international relations and economics.