

COMMERCIAL REAL ESTATE

Los Angeles Times

30 COMMERCIAL REAL ESTATE

VISIONARIES

Commercial real estate, not unlike numerous other industries, has gone through unprecedented challenges over the past few years. And, yet, almost halfway through 2024, the Southern California commercial real estate sector has proven to be resilient, not just surviving but thriving.

Current trends indicate a strong, steady recovery and it's thanks to the resolve and savvy of CRE professionals - including executives, lenders, builders and professional service advisors - that there is cause for an optimistic outlook.

Their keen intuition has steered their companies on the path to sustained growth, and they deserve recognition here as visionaries who have demonstrated noteworthy successes and accomplishments during the last 24 months, strong leadership throughout the span of his/her career and community involvement that contributes beyond their organization.



CENTURY CITY RISING
FEATURING
JMB REALTY
PATRICK MARRAS
+ JOE HARRIS

VISIONARIES
EXECUTIVES IN ARCHITECTURE,
FINANCE AND MORE

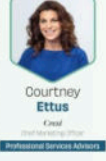
TOP FIRMS
ARCHITECTURE
GENERAL CONTRACTORS
COMMERCIAL REAL ESTATE BROKERAGES

Produced by L.A. Times CRE Publishing and Digital L.A. Times editorial team. MAY 2024

30 COMMERCIAL REAL ESTATE

VISIONARIES

Courtney Ettus leads creative marketing with 25+ years of experience in marketing strategy for Fortune 500 businesses and startups. Prior to joining in 2018, she served as CEO of Greenix, Inc., a venture-backed food contact delivery platform. For 10+ years prior, Ettus led global media for Visa, Bank of America, Beats by Dre, Slack, Twitter, HP and Creative Airlines, among others. She spent her first 10 years at Kenneth Cole Productions, Inc. and as VP of global marketing, she directed global marketing strategy and ran the in-house agency. For her work, Ettus has been recognized by *Forbes* as both a 2023 Marketing Influencer of the Year and a 2024 EY Women of Influence in Commercial Real Estate and also named as a 2023 Woman of Influence Board Advisor.



Courtney Ettus
Chief Marketing Officer
Professional Services Advisor

Anita Famili is a distinguished attorney with over two decades of experience advising real estate clients on complex transactions nationwide. Notable achievements include her recent representation of United Healthcare in the sale of the Westfield Mission Valley Shopping Center for approximately \$200 million and her role as the go-to counsel for a national specialty group in acquisitions, development and leasing across the country. She also leads Markets, Compliance and O&D practice, guiding clients through real estate transactions within the evolving commercial industry landscape. Famili has been recognized for her efforts by Chambers USA, Los Angeles Times Real Estate Publishing, National Law Journal, Legal 500, Los Angeles Business Journal and Daily Journal.



Anita Famili
Senior Vice President, L.L.P.
Senior Counsel
Professional Services Advisor

With over three decades of experience, Kenneth Fields has achieved numerous milestones in real estate development and representing industrial clients like FedEx Industrial Realty. His expertise spans diverse sectors. His recent deals include portfolio acquisition of five industrial properties in Los Angeles and San Bernardino counties, valued at over \$300 million. He also facilitated the acquisition of an 80-acre parcel for FedEx Industrial Realty and orchestrated the purchase and sale of several office building projects for The Johnson Group. Fields frequently moderates panels for organizations like Connect, CRE and Blomax. Furthermore, he has been recognized as an Industrial Influencer by *Global Real Estate Forum* and named one of California's Top 10 Real Estate Attorneys by *Connect CRE*.



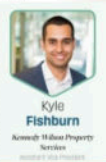
Kenneth Fields
Managing Director, L.L.P.
Senior Advisor
Professional Services Advisor

With two decades of experience, Robin Finch, partner at Greenberg Quinlan Rose Estate Group, specializes in advising high-net-worth individuals, developers and contractors. She has led complex real estate transactions, demonstrating her expertise in negotiating contracts and managing negotiations from start to finish. Her recent accomplishments include representing a national provider of wholesale food centers in a significant construction contract, and financing transactions as well as facilitating a \$300-million acquisition deal for a major developer in Albuquerque. She leads the guide clients through regulatory changes and mentors her colleagues. Finch's contributions have earned her recognition, including being named to *Connect CRE's* Women in Real Estate list and twice honored as a "Commercial Real Estate Woman" by *L.A. Times* Real Estate Publishing.



Robin Finch
Managing Director, L.L.P.
Partner
Professional Services Advisor

Kyle Fishburn is a prominent figure in Los Angeles' competitive commercial real estate scene. Notably, he has been recognized for his process in retail leasing. Over the past 24 months, he has facilitated more than 45 transactions, totaling \$12 million, significantly impacting the San Fernando valley market by securing major tenants like Huggs & O'Neil, Midwest Manufacturing and Harbor Freight Tools. Recognized for his exceptional performance, Fishburn was promoted to assistant vice president in 2023, after demonstrating his capabilities since joining the firm in 2016. Currently overseeing one-plus million square feet of commercial space in Greater Los Angeles, including 15 active listings in the San Fernando Valley, he is a regular voice for all aspects of marketing, property tours and contract negotiations on behalf of his landlords.



Kyle Fishburn
Assistant Vice President
Commercial Real Estate Broker

Julie Flesner, communications director at Investors Management Group (IMG), has played a pivotal role in driving improvements in the online rental housing market over the past year. In response to President Biden's transparency initiative, she has spearheaded the development of new services aimed at providing renters with comprehensive information on total rental costs. Through strategic collaborations with platforms such as Zillow, Apartments.com, Yardi and RealPage, Flesner has led the way in empowering renters to make well-informed housing decisions. Her efforts with IMG's LA-based asset management team have significantly enhanced platform integrations and AI technology, fostering a more transparent and accessible multi-family housing landscape nationwide.



Julie Flesner
Communications Director
Professional Services Advisor

Adam Freedman, a managing director at Berkeley-based authority in multi-family finance, boasting a remarkable history of closing over \$5 billion in financing. In 2023, after demonstrating his capabilities in debt origination and underwriting for multi-family projects nationwide, leveraging his profound expertise in Finance, Law, Project, Risk and FINTECH programs, notably, Freedman is a highly sought-after speaker at multi-family conferences and actively contributes to the University of Southern California's Masters of Real Estate Program. Among his recent achievements are notable loan closings, including The Four Seasons of Fair Oaks (\$145 million), the MV (\$275 million) and South Main Student Phase (\$350 million).



Adam Freedman
Managing Director
Senior Advisor

Adam Friedlander, a senior vice president at Beta Agency, leads a team of specialized commercial real estate professionals focusing on retail investments nationwide. Previously, as a senior associate at Marcus & Milberg Real Estate Investment Services, he specialized in retail development and single-tenant, net lease investments, consistently ranking as a top agent and earning numerous sales awards. Adam is an active member of the International Council of Shopping Centers and the UCLA Marjorie McShane Real Estate Advisory Committee.



Adam Friedlander
Senior Vice President
Commercial Real Estate Broker

30 PUBLISHING

Arnie Garfinkel, founder and president of the All Star Group, Inc., is a seasoned professional in commercial real estate, leading with over four decades of experience. Since 1986, he has been at the helm of the All Star Group, Inc., known for its innovative Commercial Real Estate & Lending Conferences in California, featuring trade shows and events like the Loanable Forum, DealSavers and Focus Networking. Garfinkel's past leadership positions at CEO, Foothill Capital, Pacific Thrift & Loan and UCCF have honed his expertise, making him a sought-after speaker and industry expert. He actively contributes to the industry by producing events for associations such as the Southern Regional Association of Realtors and the Long Beach Commercial Real Estate Council.



Arnie Garfinkel
All Star Group
President
Professional Services Advisor

With over two decades at Davis, Josh Gorin has consistently been a top producer and leader. In 2023, he became president of the Los Angeles Region, guiding strategy, fostering collaboration and mentoring talent. In 2023, Gorin facilitated some of the largest transactions in Los Angeles, including representing Sony Pictures Entertainment in a landmark four-floor lease at 570 Wilshire Boulevard, the largest office lease of the year. He also completed transactions on behalf of the World Surf League, FIMA Services, Capital Brands, the Hugg Company and one of the largest technology companies in the world. As he enters his 17th year at Davis, Gorin remains committed to making a positive impact on the Los Angeles community through his work and civic engagement.



Josh Gorin
President, Los Angeles Region
Commercial Real Estate Broker

John Greenbaum is the first vice president and senior relationship manager for JCB Bank's California Commercial Real Estate Division. In his role, he actively works alongside his team to manage the bank's more than \$700-million CRE book of business within its California region, contributing to the portfolio's size, risk growth, while cultivating strong working relationships with many of the city's top developers and investors. An accomplished banker, Greenbaum has more than 25 years of experience within the Los Angeles commercial real estate sector. Before joining JCB, he served as a founding member of the multi-family lending group at Bank of Hope, as well as an award-winning executive director and client manager at JPMorgan in both Los Angeles and New York.



John Greenbaum
First Vice President, Senior Relationship Manager
Senior Advisor

Eoin Gubbins is a seasoned real estate attorney with over 10 years of experience, specializing in complex agreements and leases. Notably, he has facilitated over \$200 million in real estate transactions for clients ranging from large developers to individual property owners. Gubbins' expertise extends to negotiating intricate land use matters and regulatory challenges, where he has successfully represented clients before various public bodies and agencies. As a founder of *Law-est*, Eoin has overseen the negotiation of significant leases, including a 500,000-square-foot, 10-year lease at American Courty, CA, and a 140,000-square-foot lease at a premier technology campus in the Bay Area.



Eoin Gubbins
Attorney, L.L.P.
Partner
Professional Services Advisor

Julie Flesner, communications director at Investors Management Group (IMG), has played a pivotal role in driving improvements in the online rental housing market over the past year. In response to President Biden's transparency initiative, she has spearheaded the development of new services aimed at providing renters with comprehensive information on total rental costs. Through strategic collaborations with platforms such as Zillow, Apartments.com, Yardi and RealPage, Flesner has led the way in empowering renters to make well-informed housing decisions. Her efforts with IMG's LA-based asset management team have significantly enhanced platform integrations and AI technology, fostering a more transparent and accessible multi-family housing landscape nationwide.



Julie Flesner
Investors Management Group
Communications Director
Professional Services Advisors

Produced by L.A. Times CRE Publishing and Digital L.A. Times editorial team.

MAY 2024 30-37