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2005 - 35 People to Watch at the Intersection of Real Estate and Technology!

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Realcomm is pleased to announce this year's **35 People To Watch in 2005** list. Last year, we struggled to keep the list to 25 and ended up with 30. For any organization that has ever attempted to compile such a list, it is easy to understand how difficult this task is. There are literally hundreds of people who deserve this type of recognition, but a list of that size is not practical. Based on our experience of last year and looking forward to the future, we decided to expand the list to 35.

The real goal of this exercise is to identify those people who are at the intersection of Commercial Real Estate and technology and have demonstrated a willingness to go the extra length. As the industry and topic continues to evolve and mature, this list will be even more difficult to create. We would like to thank everyone who participated in this year's selection process!

Every industry has a group of people who are dissatisfied with the status quo and are determined to push their industry forward. Because of these people, companies, industries and countries fluctuate in their competitive position. In many cases, these individuals sacrifice personal achievements in order to advance their cause. It is not always easy to stand up to people and systems that seem to be working and suggest change. In the end, these visionaries, innovators and change agents are at the center of the evolutionary process. Without their instinct, passion, determination and persistence we might still be living in caves.

The Commercial Real Estate industry, as with others, has the types of individuals just described. They come from all segments of the business, in many cases fighting over different issues. But in the long run they all have something very much in common, they are not satisfied with the way things are working.

Because Realcomm is about Technology, Business Solutions and Intelligent Buildings as they relate to innovation and the establishment of new best practices, our list of 35 will not necessarily include those who have leased the most space, sold the most expensive project or built the biggest building. The following represents the criteria from which we will select our 35 People to Watch in 2005!

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21st Century Vision

It was easy to be the most successful buggy whip salesman when the automobile was in its first stages of development. When no one believed in the auto, buggies were still selling strong. We are looking for individuals like those who, despite the great short-term opportunities in buggy whip sales, saw, understood and believed in the potential of the auto. The same is true for our industry. You can still make a lot of money closing a transaction that involves four pounds of paper. We are looking for the person who looks beyond the great short-term opportunity and has a vision for a better transaction.

Persistence

The people on our list will not be fair weather fans. Over the last six years, we have seen a number of people become interested in the topic of technology and automation when the prospects of getting rich quick were at their highest point. These people did not truly understand the long-term fundamental benefits of technology and retreated to their previous livelihoods. The individuals we are talking about never stopped believing in the potential of rethinking this 4 trillion dollar industry. Despite the hardships presented by the collapse of the tech sector they just kept going. In many cases, they have the most scars and yet have never deviated from their vision.

Patience

Patience is intertwined with persistence in many ways. However, patience differs a bit in that it requires the individual to accept the fact that this will take longer than expected and that short term gains are most likely not in the game plan. In a business culture that demands results every 60 minutes, patience is not always easy to exercise. However, the individuals we are talking about understand the concept of pay me now or pay me later and are willing to wait it out. Yes, a paper-filled transaction will get the job done and parking attendants in every lot are collecting the money. However, these inefficient processes are costing us billions of dollars in hard cash and lost productivity.

Willingness To Fail

In any business culture, these words are almost unspeakable. From the time you graduate college, you are told, don't fail or else. In a time of tremendous change there is no possible way to achieve success without failure. In many cases it is simply mathematics. Numerous iterations of failure produce success. Tiger Woods would not be the golfer he is unless he failed more than any one of us. Going from paper-based transactions and basic concrete buildings to a digital Commercial Real Estate industry will not be accomplished unless everyone is more open to the idea of failure. The dot.com implosion represented just one phase of this transformation, yet many retreated after their first failures. The people we are looking for just kept failing. The reality is that these people, since dot.bomb, have been having some tremendous success and have created extraordinary business systems that their competitors will find hard to duplicate.

Next, we will look at four very specific areas or categories that have been impacted by technology and automation. These categories cross all industry sectors -- from design through disposition - and will continue to influence our industry in ways never imagined.

An Enhanced Tenant Experience

Our top candidates are interested in using automation to create a new live, work and play environment which represents a 21st century lifestyle. The idea of building an office building with a marble lobby and rows of traditional cubes is not in their vision.

An Automated Building

The idea of plugging a building into the Internet and redefining every job position, including property managers, security guards and engineers, is a radical concept. Top leaders are people determined to rethink, redesign and reengineer everything we have come to know and feel comfortable with while

operating a building.

A Paperless Transaction

Even today, very few people believe that all of our transactions can go paperless. If in doubt, look at how 95% of our industry handles a work order request or pays their rent. Our candidates have a clear disdain for paper and the inefficiencies paper systems represent. They believe that parking gates should electronically talk to accounting systems.

Efficient, Flexible, Sustainable, Reusable Design

The innovators of the next decade also understand that technology will not only impact our transaction or management of Commercial space but can also be used in the design concepts of future buildings. The idea of calling an electrician to install an outlet will be replaced with floor systems that have user maintained electrical systems.

With our criteria defined, Realcomm is please to announce the 35 People to Watch at the Intersection of Real Estate and Technology - 2005! In some cases, we needed to select groups of individuals as it is their combined efforts which will ultimately influence the industry.

INDIVIDUALS

Peter Altobelli, Vice President
Yardi

Dan Amedro, Chief Information Officer
Archstone Smith

Larry Barkley, Founder and President
Barkley Consulting

George Bouris, National Leader Corporate Real Estate Operations and Systems Consulting
Deloitte Consulting, LLP

Gary Brandeis, Chief Investment Officer/Chief Operating Officer
Sage Financial

Anto Budiardjo, President and CEO
Clasma

Jacklene Chesler, Senior Vice President
Coldwell Banker Commercial

Paul Ehrlich, Founder and President
Building Intelligence Group

Don Etheredge, Director of Finance
Wal-Mart Stores, Inc. - Real Estate Division

Mark Friedman, Chief Executive Officer
Accruent

Stan Gale, Chief Executive Officer
The Gale Company

Hari Guanasingham, Chief Executive Officer
EuTech Cybernetics

Mike Joroff, Senior Lecturer
Massachusetts Institute of Technology (MIT)

Kevin Kampshroer, Director of Research and Expert Services

GSA, Public Buildings Service (PBS)

Geoffrey Kasselmann, President
Op2mize

Joel Manfredo, Chief Information Officer
The Irvine Company

James Marrelli, Vice President of Commercial Real Estate
National Association of REALTORS

Jay Reitz, Vice President Information Technology Corporate Properties
Wells Fargo

Dr. Albert T.P. So, Chairman
Asian Institute of Intelligent Buildings (AIIB)

Stephen Spooner, Property Director of The Business Group
British Land

Brian Stolar, Chief Executive Officer
Pinnacle Properties

Steve Sutherland, Chief Information Officer
CB Richard Ellis

David Verdouw, Vice President
Colliers Seeley

Jim Whalen, Chief Information Officer
Boston Properties

Ron Zimmer, President and CEO
CABA

TEAMS

Henry Chamberlain / Dave Hewett - *Building Owners and Managers Association (BOMA)*

Mark Golan / Dave Clute / Wolfgang Wagener - *Cisco*

Richard Kincaid / David Baruch - *Equity Office Properties*

Niraj Patel / Tom Gimpel - *GMAC Commercial*

Tom Lotito / Larry Aiken - *Lee & Associates*

Jeffrey Finn / Finn Johnson - *New America International (NAI)*

Andrew Raines / Dave Anderson / John Ryan - *Oracle*

Ian Cameron / Andy Fuhrman - *OSCRE*

David Stanford / Chris Shaida / Scott Morey - *Real Foundations*

Matt Spathas / Steve Williams - *SENTRE Partners*

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