

**CUSHMAN &
WAKEFIELD**

THE OCCUPIER NEWS

Q2 2016

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Welcome to the Q2 Edition of The Occupier News

In this edition of the Occupier News, the first in 2016, we are pleased to welcome a number of new people to the GOS EMEA team, including Paul Brouwers who is the latest in a string of senior hires. In the last quarter, Ed Neild joined as Head of Portfolio Development and Derrick Bock left eBay to take up the position of Head of Workplace Strategy in Germany.

Most new companies take time to mature, however, we're challenging the status quo. We've quickly made effective changes, implemented best practices and leveraged you, our key asset, to maintain our strong momentum in moving Cushman & Wakefield forward. It's been more than six months since the merger and it has been an exhilarating journey thus far.

In March, we attended the CoreNet Global Summit in Singapore, where more than 600 CRE executives interacted with our booth and learned more about our key capabilities and services. We also had a strong presence at CoreNet's UK Chapter event 'One Big Day', which took 250 delegates on a journey into the future. We are making our presence known and establishing ourselves as the industry leader.

We now have a headcount of over 450 people focussed on Global Occupier Services across EMEA and with our Global GOS portfolio consisting of more than 300 clients spanning across 69 countries, it's safe to say that our client-centric focus is a contributing factor in our team's impressive growth and success.

I hope that you enjoy reading this edition. We are constantly looking for ways to improve content, and to tailor this to meet your interests. If there is a particular topic that you'd like to cover in the next edition, please get in touch via jenny.cuthbert@cushwake.com

Above all, I look back at the last quarter with huge appreciation of how our team has made momentous steps to continuously innovate ourselves. Thank you for your hard work and commitment - you fuel our success.

James Maddock



James Maddock
Head of EMEA Global
Occupier Services

New EMEA Hires

Paul Brouwers who will advise GOS clients on portfolio strategies and regional leasing, previously worked for Cushman & Wakefield between 1997 and 2010.

Having started his real estate career in Kansas City in 1994, Paul's initial stint with Cushman & Wakefield was based predominantly in Brussels but also featured spells in Istanbul and Amsterdam. During this period he was responsible for growing the Belgian GOS business and notably worked on the Procter & Gamble account.

From 2010 until returning to Cushman & Wakefield, Paul worked client-side as Director of Real Estate at Johnson Controls and Senior Real Estate Manager at Johnson & Johnson.



Paul Brouwers

"It is exciting to return to Cushman & Wakefield, a much bigger player now than the company I left, and to be part of the GOS team again. I'm really looking forward to the work ahead."

Paul Brouwers

"Our position as trusted advisor to the leading global brands operating in EMEA means we need the best people in our team and Paul is definitely in that category. I'm delighted to welcome him back into the fold."

James Maddock

Ed Neild has been appointed as Head of Portfolio Development in our EMEA team.

With a successful career in corporate real estate spanning 20 years, Ed will drive new business growth and promote the firm as a leading provider of integrated solutions to the growing number of global occupiers within the region.

Ed joins us from Colliers International where he was Head of Strategy, to work with Michael Creamer developing the global occupier business with new and existing clients. A chartered surveyor by trade, Ed has led corporate occupier teams for many years and is known for delivering innovative portfolio solutions to global names including AIG, AON, Barclays, Lloyds Bank, Clifford Chance, and Thomson Reuters.



Ed Neild
Head of Portfolio
Development, EMEA

“I’m delighted Ed is taking up this critically important role on the EMEA GOS Board. Our geographic reach, talent and value creation means we are trusted to advise many of the global brands operating in EMEA. Ed’s strategic approach and market-leading knowledge adds to an already strong team. Together they will build on our mutual successes and enable occupier clients to experience what we offer as the envy of the industry.”

James Maddock

“I’m thrilled to be joining Cushman & Wakefield at such an exciting stage in its development and look forward to playing a leading role in driving their new business approach.”

Ed Neild

Derrick Bock has joined our team as Head of Workplace Strategy in Germany. With over 20 years' experience in corporate workplace design, Derrick will focus on workplace strategy for clients in Europe, assisting multinational corporations to devise and implement engaging, effective and efficient workplaces.

Prior to joining Cushman & Wakefield, Derrick was Head of Workplace Design at eBay, where he successfully led the development and implementation of the company's Global Workplace Programme to 28 sites in the EMEA region, as well as locations in the US and Australia.



Derrick Bock
Head of Workplace
Strategy, Germany

"Derrick's appointment marks further expansion of our Global Occupier Services team in Germany, reacting to the increasing demands of many corporate clients for our strategy consulting services."

Michael Thiele

"Many of our clients in Germany and across Europe are trying to learn from the success of organisations like eBay and PayPal, so Derrick's insight will be invaluable."

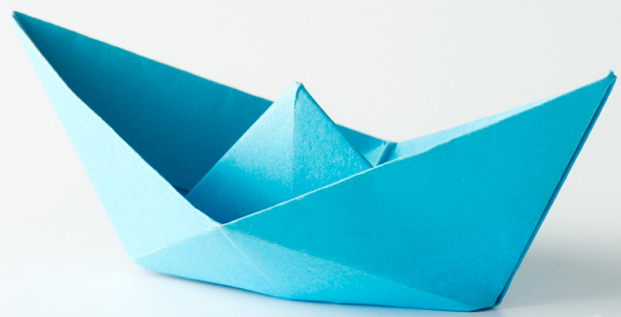
Neil McLocklin

"I'm very pleased to be joining Cushman & Wakefield at such an exciting stage in its development and look forward to leading the team in Germany as we expand our consultancy services."

Derrick Bock



Influencer Spotlight



WE ARE EXCITED TO INTRODUCE THIS QUARTER'S CUSHMAN & WAKEFIELD INFLUENCERS.



Alastair Marshall

Account & Transaction Manager
Global Occupier Services
EMEA

Location: London

Years with the company: Nine

Notable industry achievement: After 15 months of strategy, analysis and negotiation, being able to complete a complex agreement for lease on behalf of Morgan Stanley in Glasgow, UK. The transaction had a global profile within the Bank at a C-Suite level - the new building will deliver a long term solution for multiple internal client groups.

What hobbies do you enjoy in your personal time? Skiing, travelling and photography.

What would people be surprised to learn about you? I have run (and completed) four marathons, the most recent was in Bordeaux which involved a glass of wine at each mile.



Hitting the slopes



At Le Marathon du Médoc in France

CLICK BELOW TO WATCH ALASTAIR'S VIDEO





Alex M. Diaz
Senior Vice President
Enterprise Solutions

Location: New York City

Years with the company: Eight

Notable industry achievement: I have sold and transacted business in nearly every major, and many secondary and tertiary, markets around the world. One of the more interesting projects involved selling a fuel station for a client in the Sayan district of Lima Peru.

What hobbies do you enjoy in your personal time? I love to travel – several cities in Europe top the list due to the variety of cultures, but Paris is probably my favorite to date. I am an avid reader and a huge fan of all things Ohio State Buckeyes.

What would people be surprised to learn about you? I'm fluent in both English, Spanish and (somewhat) proficient in Portuguese. Speaking other languages helps me in the CRE world in instances where I can communicate with either the client or one of their internal stakeholders in their native language.



CLICK BELOW TO WATCH ALEX'S VIDEO



Are you an Influencer? Contact Gina Chinino for potential inclusion in future editions of The Occupier News.

Cushman & Wakefield in the Community

Cushman & Wakefield Supports U.S. Troops

Lauren Damico, Senior Transaction Coordinator, spearheaded a Veterans Day initiative which consisted of sending care packages to her friend 1LT Doug McFarland and the rest of his unit, who are stationed in Afghanistan. We would like to acknowledge the positive impact Lauren and the St. Louis team has brought to these soldiers. We are proud to have received this letter from Doug.

I'm writing to you and your office to personally thank you for the incredible care packages you all sent. You guys should literally write a book on how to send care packages! I guess you can never go wrong sending 18-26 year old infantryman boxes of food, cigars, magazines, beef jerky and playing cards.

I passed your goodies out across our Battalion, which is the 2nd Battalion, 14th Infantry Regiment "Golden Dragons," from 10th Mountain Division out of Fort Drum, NY. Everyone was very excited by the high quality goodies you all sent.

Even though no one back home is really interested in Afghanistan anymore, there still are over 10,000 of us here. The Afghans are starting to pull their own weight, but there is still plenty of work to be done and it is still dangerous. A great soldier, that I had the pleasure of training with in Fort Drum, was killed from our unit. His name was SPC Kyle Gilbert and he was a phenomenal kid. He was a goofy dude. He had a lazy eye, but was ironically one of the best marksmen in our company. One time he came back from Winter Leave with "frosted tips," because he thought it was "sexy." He was a wild man.

Anyway, I hope you all are well. I'm sorry that the Rams are moving to Los Angeles, but hey at least you got a hockey team! Thank you all again for supporting us over here. It's the reason that mail call is the happiest time of the day. Stay safe! Rangers Lead the Way!

1LT Doug McFarland, Task Force Dragon



1LT Doug McFarland, pictured far right, with U.S. soldiers



Tell us more about you:

Four years ago I started with Cushman & Wakefield in Montreal and eventually transferred to New York City to assume a role within GOS. The transition and subsequent experience were incredible, and I'm forever grateful to have had that opportunity. Now, I work within the Portfolio Solutions team in the Tri-State region. My role is to partner with our brokers to pursue and win multi-service, multi-market opportunities.

What community organisations are you involved with?

Aside from a few personal ventures, my main focus is building our Cushman & Wakefield Future Leaders (CWFL) group, where I sit on the NYC/Tri-State chapter's Executive Committee and also co-head the Collaboration Subcommittee.

Tell us more about the organisation.

Collaboration. Communication. Community Service. Continuing Education. Those are the four pillars of CWFL. A nationwide initiative, the goal is to unite and grow a strong network of rising professionals within Cushman & Wakefield. How? By providing a dynamic platform

of opportunities to meet key people, better navigate the company, share forward-thinking ideas and events, impact our communities, and ultimately shape the Cushman & Wakefield of tomorrow.

Why did you get involved?

Now more than ever, there's a massive opportunity to build something that transcends the traditional approach of cultivating talent and engaging a workforce. There's a collective, contagious vision to transform the way we empower the next generation of Cushman & Wakefield leaders, and the idea of influencing them and their success is one I genuinely couldn't be more fired up about.



What's your favourite aspect of being involved with this organisation?

To invest in my colleagues' success and well-being, both inside and outside of the office. I'm a big believer in that. I think that philosophy can pay serious dividends.



Christian Palmer

Associate Vice President

Location: New York City

Why should others get involved?

To broaden your network and audience - to drive synergies and discover opportunities. Simply put, to truly maximise your Cushman & Wakefield experience and tap into resources that propel you to perform at the highest level possible.

“**Teamwork makes the dream work.**”



Tell us a little more about you: I am the HR lead for GOS Globally. I joined Cushman & Wakefield (then DTZ) during the summer of 2015 and it has been a really fun ride ever since. I came to Cushman & Wakefield after 10 years with JLL, spending time in a number of roles across their Global and Americas HR platform, most recently leading their global Hotels HR platform. Prior to that I had HR experience at an executive search firm and an international education organisation.

I grew up in Iowa and was raised on a farm - the same farm my grandfather grew up on. The farm is right down the street from Gibney Road (and I have the road sign in my apartment to prove it). I spent most of my life competing in sports, including pitching for my college softball team. I am a certified spinning instructor.

What community organisations are you involved with? I am a Jr. Board Member of the Greater Illinois Chapter of the Alzheimer's Association - that is a mouthful.

Please provide details about the organisation: The Jr. Board for the Alzheimer's Association is a group of people in the Chicagoland area that are passionate about fundraising, volunteering and building awareness about the disease. It's alarming to find out how many people are impacted by the disease, but how little people discuss it.

Why did you get involved? I've had family members die with the disease and I've seen how hard it is on the caretakers. This is my way of honouring both those we've lost and those that have sacrificed a lot to care for them.

What's your favourite aspect of being involved with this organisation? Volunteering at the nursing homes and the fundraisers.

Why should others get involved? It's a great way to give back to the community.

Anything else you would like to add: I'm a huge baseball fan and I'm trying to get to every field in my lifetime.



Tara Gibney
VP, Global HR
Global Occupier Services
Location: Chicago



Did you know?

Tara has run in marathons and triathlons

Tell us a little more about you: I run the London and Scottish elements of Occupier Management and am a somewhat chaotic mother of two teenagers, who is also trying to find time for them, a husband and an insane dog.

What community organisations are you involved with? I am a school governor at a local infant & primary school, taking the chair role on the premises subcommittee. However, I am also the Lead for our UK & EMEA LGBT pillar within the burgeoning diversity programme at Cushman & Wakefield.

Please provide details about the organisation: In respect of the LGBT element, this is one of the pillars the Curzon Group is focusing on within the business to ensure we create an inclusive and balanced work environment. We are still finding our way to some extent but have held a couple of events and are planning more, with a view to helping set up a Network if there is an appetite for it from our colleagues.

Why did you get involved? I was keen to be involved with the wider agenda of inclusion and diversity and would have been equally as committed to any one of the

pillars, but LGBT strikes me as the one which should never be an issue in the workplace, yet is probably the hardest 'prejudice' to break down within a traditionally alpha-male environment. I like a challenge!

What's your favourite aspect of being involved with this organisation? I am meeting genuinely fascinating people whose paths I probably never would have crossed otherwise. Plus I have been overwhelmed with the generosity of our supposed competitors in helping us on our journey.

Why should others get involved? This is a no-brainer. Everyone should be able to come to work and be him- or herself without fear, anxiety or a need to 'act a part'. We will not change attitudes or behaviours overnight but the greater the number of people getting involved, the faster we will effect a transformation.

Anything else you would like to add: The number of people who have felt comfortable enough to confide in me and my fellow champions and to become more open in the office is a reward in itself, but we still need more people to step up and make our offices truly inclusive for all.



Lorna Landells

Director
Occupier Management
Location: London



Lorna leading a diversity and inclusion mini-campaign



Tell us a little more about you: My team and I find ways to improve our clients' workplace by using real estate as a tool to support their business objectives. This includes using the workplace to improve collaboration, increase productivity and making it more attractive so that they become a tool for talent attraction and retention.

On a more personal note, I recently relocated to Shanghai. This is the 4th country that I have lived in, the three previous countries being Singapore, Australia and Malaysia. Being bi-lingual, bi-culture and fluent in English and Mandarin, this is an exciting opportunity for me personally and professionally, and I look forward to getting to know Shanghai and China better.

What community organisations are you involved with? Before relocating to Shanghai, I volunteered at the Chen Su Lan home in Singapore.

Please provide details about the organisation: Chen Su Lan Home is a home that provides shelter for children from disadvantaged backgrounds, with the objective to prepare them to be happy and responsible members of their family and the community.

Why did you get involved? A group of friends and I decided to make a lasting impact for a charity group. We were drawn to Chen Su Lan Home because of their philosophy of teaching their children to fish, as opposed to providing them with fish for the day.

What's your favourite aspect of being involved with this organisation? I learned that children are very resilient and versatile. Their ability to overcome their own limitations is something we can all learn from.

Why should others get involved? Because giving is as enjoyable as receiving.

Anything else you would like to add: Do more of what makes you happy.



Vivien Chong
Senior Manager
Strategy & Workplace
Location: Singapore



Vivien with the Shanghai tower



Spring Cleaning

A Fresh Start to A New Season

Spring cleaning is a tradition that allows us to tidy up and get a head start on the quickly approaching busy seasons – spring and summer. This year, why not extend spring cleaning to the rest of your life and get rid of your lifestyle clutter? We asked Cushman & Wakefield team members what they would like to remove from their professional or personal life.



Karen E. Vincent

Title: Executive Vice President

Location: San Francisco

Years with the company: Four



Chris Cole

Title: Associate Director

Location: London

Years with the company: Eight



Greg Schuster

Title: Senior Managing Director
Portfolio Services Centre

Location: St. Louis

Years with the company: 17





Lidija Castro

Title: Director
Marketing & Communications
GOS Asia Pacific
Location: Shanghai
Years with the company: 11



Greg Trusso

Title: Senior Managing Director
Account Management
Location: Chicago
Years with the company: 17



Chris Petrie

Title: Account Manager
Location: London
Years with the company: Two

In this part of the world, spring cleaning happens early - before Chinese New Year - to make way for new beginnings. Professionally, I decided to embark on a five month digital disruption course with Google Squared by joining their first APAC cohort. So far it has been challenging, exciting and hard work, but I'm loving it.

Airline delays, unproductive meetings, all the junk my kids left at my house after they moved out and the unknown stuff taking up half my garage.

*I am getting married this year, so I need to remove unhealthy lunches in order to get back to my target weight. I don't want to look terrible in the photos!
Professionally, I need to clear out my locker which is full of papers and clothing.*





Sean O'Donoghue

Title: Managing Director

Location: Onsite with client in Basking Ridge, New Jersey

Years with the company: Almost Three



Rich Etzkorn

Title: Executive Managing Director

Location: St. Louis

Years with the company: 29+



Liliana Stoianova

Title: Account Manager

Location: London

Years with the company: More Than Two

I would like to remove the "Reply All" button and a few reports we have here that no one seems to read. I also should get rid of my 1982 jean jacket that's hanging in the back of my closet.

I would like to remove things that prevent me from spending time with my wife of 35 years, my two sons, daughter-in-law and my 16-month-old granddaughter.

I would remove all the rainy days in London.



Events, Awards & News

The 2016 CoreNet Global Summit in Singapore Painting the Town Red

A 60+ strong GOS team from around the world travelled to Singapore to **Paint the Town Red** at the **2016 CoreNet Asia Pacific Summit**, the largest occupier event in Asia, where more than 600 CRE executives interacted with the stunning Cushman & Wakefield booth and learned more about our firm's key capabilities and services.

Cushman & Wakefield's speaking sessions were moderated by **Richard Middleton**, **David Jones** and **Dominic Brown**. They underscored our regional and local research and thought leadership capabilities - these sessions were the highlight of the Summit. **David Jones** and **Michael Casolo** presented at the opening and closing ceremony and discussed the Talent Agenda Global Polling Initiative. **Angus-Harvey Ross** received a top faculty award and **Sheridan Ware** and **Emily Gray** received the Luminary Award.

In addition, Cushman & Wakefield hosted two major events: a client cocktail party at the Aura Sky Lounge and an exclusive client dinner at the Singapore Cricket Club. These events provided our team with an opportunity to connect with clients and to demonstrate what the new Cushman & Wakefield looks like and what our combined talents have achieved to date and will continue to deliver as we move forward. The **2016 CoreNet Asia Pacific Summit** demonstrated the strength and scale of our integrated teams, and this was evident in the crossselling, meetings, presentations, and client events held during the Conference.

“We are making our presence known and establishing ourselves as the industry leader.”



Welcoming guests and clients to our event



More than 200 clients in attendance



Angus-Harvey Ross receiving his award



The Cushman & Wakefield booth

Cushman & Wakefield showcased a Summit Lounge and polling station targeting “**The Talent Agenda**,” which featured interactive touchscreens offering opportunities to participate in the Talent Agenda survey or access to our thought leadership pieces. An additional large touch screen allowed attendees to interact with market videos from global leaders.





Cushman & Wakefield team members and clients had a fun time having their picture taken in front of our branded step and repeat.



CoreNet UK's 'ONE BIG DAY' in London provides a glimpse into the future

CoreNet Global's UK Chapter event '**One Big Day**', held in March, took 250 delegates on a journey into the future. Guest speakers explored what work, life and play will look like in 2040 with a programme that challenged the needs of the wide range of organisations involved in CoreNet.

Our sponsored session was with Jamie Bartlett, Director of the Centre for the Analysis of Social Media. He opened the 'Hacks, Attacks and Threats' session - with 82% of people using open Wi-Fi connections exposed to hacks in 10 minutes and hacking costing the UK 130 billion dollars a year - he highlighted the importance for businesses to put hacking on top of the agenda. As the amount of personal information uploaded to the internet increases strict measures need to be put in place to avoid the threat of hacks and companies need to make their employees aware of the posed risks that will only increase as more is shared online.

We hosted a small client dinner at Manicomio after the event with 30 clients in attendance.

ONE BIG DAY 2016



HEAR JAMES MADDOCK TALK ABOUT THE WORKING DAY IN 2040





WORKTECH16 Sydney

WORKTECH16 Sydney is a forum for all those involved in the future of work and the workplace.

We joined more than 300 senior professionals to further knowledge and share best practice and expertise. Cushman & Wakefield hosted a session on the **Future of TMT Workplace**, which was led by **James Maddock**. James discussed the challenges, strategies, technologies and best practices which will future proof our workplaces for the age of digital disruption alongside Philip Ross from UnWork.

 [Download the report here.](#)



Being Green Pays Off: Cushman & Wakefield Presented with Multiple ENERGY STAR Awards

Cushman & Wakefield received the 2016 ENERGY STAR® Partner of the Year - Sustained Excellence Award for continued leadership in protecting the environment through superior energy efficiency achievements. This was the 4th year receiving this recognition, which was awarded at the ENERGY STAR partner of the year ceremony in Washington D.C. Cushman & Wakefield also received the SocialStar Award for ENERGY STAR promotion and innovation on social media. Congratulations to the team of **Katie Ross**, **Eric Duchon**, **Veena Muthsam**, **Amanda LaRiviere** and **Krissy Daily** on their hard work.



THIS VIDEO WAS INSTRUMENTAL IN WINNING THE SOCIALSTAR AWARD



Katie Ross holding the Partner of the Year, Sustained Excellence and the SocialStar Awards.

“We are honoured to receive this award highlighting how we use social media to build our brand and reputation in the market as a company that is committed to energy efficiency. Our partnership with ENERGY STAR has given us the opportunity to engage with our clients, working with them to save energy and improve efficiencies, while making a positive impact on the environment.”



Joe Stettinius
CEO Americas
Cushman & Wakefield



The Incredible Shrinking HQ?

Debra Moritz, Executive Managing Director, was featured as an expert source in a Crain's Chicago Business article where she discussed the trend of businesses moving their headquarters to Chicago. In the piece titled, "The Incredible Shrinking Corporate HQ," Debra noted that there is a decrease in the number of employees who physically work at corporations' headquarters due to the increasing popularity of working remotely, outsourcing shared services and overall cost cutting.

 [Read the full article here.](#)



“Overall demand for office space has stayed strong because of smaller and midsize companies.”

Debra Moritz

SXSW Interactive: Launching the Future

Members from the GOS marketing team attended the SXSW Interactive Conference in Austin, Texas. The event featured five days of compelling presentations and panels from the brightest minds in the sales, marketing and digital industry. The team looks forward to executing best practices and other key learnings into our GOS marketing plans.



A snapshot from an impactful SXSW session on data-driven marketing.



Attendees from the GOS marketing team included (left to right): Anne Edelbrock, Katy Pietrini, Kevin Luchansky, Gina Chinino, and Kristyn Spetsios.

Writing for Success: CoreNet Young Person's Essay Award

Congratulations to **Sasha Tinson**, Graduate Surveyor in EMEA, who won the CoreNet Young Person's Essay Award. This year's competition invited professionals under-30 to write on topics related to the future of real estate and the workplace. **Rob Parker**, Qualified Surveyor in EMEA, was the runner up. Well done Sasha and Rob!

With remote working expected to continue to increase over the next 25 years, and employees therefore being able to work from anywhere, which may transform the commuter belt, what impact will this have on the supply and demand of real estate and the format, footprint and value of this real estate?

 [Read Sasha's essay to learn more.](#)

An on-demand economy is expected to lead to a rise of self-employed consultants and entrepreneurs, plus increased collaboration between occupiers, landlords and consultants. What opportunities will this bring and how will it change the way we work?

 [Read Rob's essay to learn more.](#)



Sasha Tinson receiving the Young Person's Essay Award at CoreNet's One Big Day Conference in London.

Celebrating St. Patrick's Day in CRE Style

CoreNet Canadian Chapter Young Leader Group hosted a Pre- St. Patrick's Day Event in Toronto. Cushman & Wakefield's **Rian Tara Johnson**, Marketing & Business Development Specialist, co-hosted this event which had more than 60 CRE leaders in attendance. The mission of the Young Leader Group is to attract and retain future real estate leaders by creating programs designed to encourage young professionals to participate and become actively engaged in the real estate industry.



Rian Tara Johnson (left) networking with a CoreNet Member and Karen Karulas, Account Manager, (right) at the CoreNet Canadian Chapter Young Leader Event.

“As Co-Chair, alongside Craig Trenholm, we are proud to be brand ambassadors for CoreNet and Cushman & Wakefield through our ability to demonstrate thought leadership through various educational programs, networking, social events and mentorship programs.”

Rian Tara Johnson



Recognised as a Top Global Provider: The 2016 Global Outsourcing 100 List

We are excited to share that Cushman & Wakefield has been selected for The 2016 Global Outsourcing 100 List. This honour demonstrates our firm's commitment to excellence and continuous improvement. Companies were judged on four characteristics: size and growth; delivery excellence, programs for innovation, and CSR. The list will be premiered Fortune magazine, on stands June 2016. The GO100 is the definitive guide to help companies research and compare service providers with whom they are considering relationships.



Sustaining Strong Industry Relationships

The Urban Land Institute (ULI), a nonprofit research and education organisation, has invited **Debra Moritz**, Head of Business Consulting, to sit on their corporate council among other knowledgeable subject experts. Through the exchange of information and the sharing of best practices, having Debra on the Council is a vital opportunity to give the firm exposure. The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Showcasing Best Practices

The CIS Best Practices Competition was a legacy Cushman & Wakefield global opportunity for professionals to exchange their ideas and success stories while being recognised for their efforts. Moving forward, GOS will continue this initiative. We would like to congratulate the 2015 winners. Additionally, we would like to thank the committee members, nominated by senior leadership, for the countless hours they put in to encourage participation and to score entries.

"It is a great feeling to be recognised when you have worked very hard on a project to deliver a unique product. Inevitably, this has raised my personal credibility as well as the visibility of the work we do within Strategic Consulting and the Centre of Excellence for Analytics. Winning the grand prize has enabled us to get the word out, gaining great interest from clients as well as internal teams alike. We should strive to be at the forefront of innovation within CRE. I would recommend everyone to submit a piece of work or a great idea they are proud of. Who knows, it could be the next big thing!" said Kawsar Miah, Financial Analyst.

[Find 2015 Winners List here.](#)

[Find 2015 Committee List.](#)

"It's a privilege to be invited to participate on the ULI Corporate Council. The organisation is top notch, the council is cutting edge and the members are world class. I know our interactions will be valuable for all involved."

Debra Moritz

Canada CEO Making an Impression

Chuck Scott, CEO, Canada, discussed his new role and his mission to position the firm for continual nationwide growth while driving a high-performance culture. Chuck brings more than 20 years of experience to the role and was most recently President of GOS Canada.

"I'm incredibly focused on organising the firm around our clients' needs and expectations while building a high-performance team with clear accountabilities and a strong mandate for growing the organisation," said Chuck. *"Our goal is to have the best talent, serving the best clients – driving a results-oriented operation."*

 [Read the full article here.](#)



2016: Year of the Consumer?

U.S. consumers reaped a huge windfall from the decline in oil prices in 2015—and they spent it. Real (inflation-adjusted) retail sales increased 4.8% in 2015, the fastest pace since 1999. Expect more acceleration in 2016 with oil prices remaining low. Cushman & Wakefield forecasts the average price of oil in 2016 will be \$41.00/barrel, down from \$49.00 in 2015. Continuing low oil prices will put more money in consumers' pockets, and so we expect faster spending growth. **Ken McCarthy**, Principal Economist, discussed the economy, price of oil and the U.S. consumer on Bloomberg News.

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Q&A WITH CUSHMAN & WAKEFIELD CANADA'S NEW CEO CHUCK SCOTT

Apr 05, 2016 | Ryan Starr, Bisnow, Toronto/Vancouver

CHUCK SCOTT, freshly minted CEO for Cushman & Wakefield's Canadian operations, tells us his **mission** is to position the firm for continual nationwide growth while driving a **high-performance** culture.

YOUR TENANTS DEMAND CONNECTIVITY. HOW ARE YOU WIRED?

MOST READ STORIES

1 **Sneak Peek: Yonge Park Plaza Brings Office Condos And A Hotel To North York**

CLICK BELOW TO WATCH THE VIDEO

Bloomberg **KEN MCCARTHY**
CUSHMAN & WAKEFIELD PRINCIPAL ECONOMIST

Hitting the Slopes in Austria

Members of the EMEA team traveled to St. Anton, Austria for the first GOS Ski Trip where they focused on team building and hitting the slopes. The organising committee consisting of **Jenny Cuthbert**, **Alister Yearley** and **Alastair Marshall** produced an eventful three day itinerary consisting of ski safari, après ski, team dinners and an awards ceremony. Located in Austria's Arlberg region, St. Anton is one of Europe's snowiest areas and a great location for skiing. The GOS Ski Trip was a successful event and provided a great opportunity for employees to bond outside of the workplace and to have fun.

“This was a brilliant opportunity to gather a mixed group from both legacy firms and have a great laugh together in a different environment. We're lucky to have a team that really enjoys spending time with one another both within and outside of work.”

Alister Yearley



Members of the EMEA team at the GOS Ski Trip in St. Anton, Austria.



Learning Awareness, Compassion and Mindfulness at Wisdom 2.0 Conference

Wisdom 2.0 is a conference that tackles one of the biggest challenges of today's age - connecting through technology, but doing so in a way that supports a person's well-being and work effectiveness. At the conference, presenters and participants explore ways for the constantly-connected modern person to evolve and thrive in a dramatically-changing world. Wisdom 2.0 has become an international movement, and has sparked worldwide discussions around the value of mindfulness in our high-speed, interconnected age. **Alex Spilger**, Senior Vice President, attended the 2016 conference and participated in sessions, talks and meetups to learn best practices of embracing mindfulness to succeed personally and professionally.

BE INSPIRED BY ALEX AS HE SHARES TANGIBLE TAKEAWAYS



wisdom 2.0

“When I hear people talking about mindfulness, I think they mistakenly view it as a new age and fluffy idea. When in fact, it has a lot of practicalities in the work that we do.”

Alex Spilger

A Celebration of International Women's Day

March 8 marked International Women's Day, a global day celebrating the social, economic, cultural and political achievements of women. Cushman & Wakefield celebrated this day by hosting events in Australia which included keynote speeches from Gemma Sisia, Founder and Director of the School of St. Jude; Pauline Nguyen, best-selling author and award-winning businesswoman; Penny Elsley, Founder of Joining the Dots; and three Cushman & Wakefield leaders: **Lorraine Moulton**, **Jeanine McMullien-Dyer** and **Holly Stewart**. Additionally, Cushman & Wakefield professionals under-40 attended an IWD event hosted by the Young Professional Women of Australia.

WATCH THE SHORT VIDEO BELOW TO GET AN INSIDE LOOK INTO SYDNEY'S INTERNATIONAL WOMEN'S DAY CELEBRATIONS



Australia & New Zealand Chief Executive, James Patterson, welcoming guests.



Women networking at the Cushman & Wakefield Inaugural International Women's Day Event.

Smart Real Estate is Coming: Internet of Things

The buzz is escalating about the “Internet of Things” and this movement will be highly disruptive to many industries, including real estate. **Greg Sherwood**, Director, Integrated Facilities, discussed the impact of Big Data and the Internet of Things with a panel of FM professionals at the IFMA Toronto Chapter Event. The well-received event was a major opportunity for Cushman & Wakefield Canada to demonstrate thought leadership and to promote the Cushman & Wakefield IFM platform to more than 130 attendees. The latest edition of *The Occupier Edge* was distributed at this event in order to position us as an industry leader and to showcase the GOS brand.



Greg Sherwood discussing Big Data and the Internet of Things.

“Data analytics need to be one of a number of tools in our toolbox to support our clients.”

Greg Sherwood

Inspired Interior Takes Award

The Cushman & Wakefield team continues to do outstanding work on behalf of the clients and communities they serve. Edward Jones won an award from the city of Statesboro, Georgia for their interior renovations, which were managed by the Cushman & Wakefield team – **Amber Gray**, Project Designer, and **Jill Woodard**, Senior Transaction Coordinator. Each year the Downtown Statesboro Development Authority presents “Best Brick” awards to individuals and businesses that made a tremendous impact on downtown in the past year. The awards include an engraved black plaque attached to an actual brick recycled from downtown renovation projects. See photo below.



Cushman & Wakefield Client, Edward Jones, was the recipient of the “Best Downtown Interior Renovation.”



Jill Woodard
Senior Transaction Coordinator

“Our goal for every design is to create a professional, functional space which the financial advisor can use to grow their business. It is always nice to get a reminder that we are providing our client with what they need and doing our part to shine a positive light on Edward Jones while we are at it.”



Amber Gray
Project Designer

Something to Shout About

Something to Shout About Wins in Q1 2016



Bayer: Bayer has extended Cushman & Wakefield's current contract for a year, based on good performance during the last two years. Bayer comprises around 302 consolidated companies in 75 countries throughout the world, and they have 119,000 employees worldwide. GOS provides Transaction Management, Strategic Consulting, Project & Delivery Services and Appraisal Services.



Beacon Health: In 2015, Beacon Health purchased Value Options and ran a bid competition between (then) Cassidy Turley and Cushman & Wakefield to provide Brokerage, Strategic Planning, Portfolio Administration, and Project Management services. The Cassidy Turley legacy team out of Boston retained the business and they are now working with the former Cushman & Wakefield legacy team out of Virginia on possible transactions in that area. This is a million square foot North American portfolio with a three-year contract.

BLACKROCK BlackRock: Cushman & Wakefield GOS had been leading corporate transactions for BlackRock for a year, also working with Cushman & Wakefield's Project & Design Services (PDS) group on a number of projects. The BlackRock global portfolio is 10.3 million square feet. When the client expressed interest in securing "on call" PDS services, the transaction team engaged PDS through our Global GOS PMO Model. Cross-selling opportunities not only benefit Cushman & Wakefield, but help clients like BlackRock complete projects more efficiently and cohesively and ensure speed to market.



Brown & Brown Insurance: Brown & Brown Insurance is a \$1.6 billion insurance brokerage firm with 260 offices spread across North America. After a significant procurement event through 2015, Cushman & Wakefield secured a multi-year contract for portfolio management, brokerage and lease administration services along with several additional advisory services to be delivered as needed.



Charter Communications: Charter Communications, a client for 13 years, has used Cushman & Wakefield transaction management and portfolio administration services through six prior no-bid contract renewals, and we have now won a seventh. Charter's recent growth has resulted in an expanding Cushman & Wakefield team, comprised of eight onsite employees, including a dedicated Account Director. Charter's U.S. portfolio includes 6 million square feet of space (60% leased and 40% owned) in 1,600 assets.



DaVita: Cushman & Wakefield renewed and expanded our contract with DaVita Healthcare Partners, Inc. for their 20 msf U.S. portfolio. The new five-year agreement expands the territory, making Cushman & Wakefield the sole U.S. provider for DaVita's kidney care portfolio. Services include Transaction Management Services and portfolio management.



Honeywell **Honeywell:** In 2013, Cushman & Wakefield participated in Honeywell's RFP for APAC Account and Transaction Management Services and won a three-year contract. Now, after completing 130+ transactions and achieving approximately US\$9.0 million in cost savings and avoidances over a portfolio size of 6.7 million square feet, Honeywell has renewed the MSA with Cushman & Wakefield for a further term of three years. Cushman & Wakefield also experienced success in cross-selling our Workplace Consultancy Services.

IBM **IBM:** The Cushman & Wakefield Project & Development Services (PDS)/Design & Build team is building momentum with IBM in Singapore. We successfully delivered a challenging fit-out project for their Training Centre in Changi Business Park end of 2015, and were recently awarded a second project for Alteration and Addition works (A&A) at their downtown Singapore office in MBFC Tower. This project will be comprised of 63,000 square feet of office space. This success is a great example of cross-selling and leveraging our ongoing relationship with IBM for Transaction Management Services.

MasterCard **MasterCard:** MasterCard has extended and expanded their contract with Cushman & Wakefield to include Project & Development Services, Transaction Management, Business Consulting, Portfolio Administration, as well as Facilities Management. Cushman & Wakefield replaced Transaction Management and Portfolio Administration incumbents and is partnering with MasterCard in a first-time Project & Development Services contract. There are more than 120 Cushman & Wakefield team members servicing the MasterCard account.

NORTEK **Nortek:** The road to the winning the contract, which encompassed Transaction Management and Portfolio Administration, was competitive and involved four other service providers. However, Cushman & Wakefield came out on top and won a three-year global contract for Nortek Inc.'s 8 million-square-foot manufacturing, distribution and office portfolio.

novozymes **Novozymes:** Cushman & Wakefield won the Novozymes assignment for North American Transaction Management and Brokerage Services, as well as future opportunities to provide Project & Development Services, Facility Management, and global Portfolio Administration Services.

zoetis **Zoetis:** Cushman & Wakefield recently renewed and expanded a Transaction Management contract with Zoetis through the end of 2016. The portfolio, 14.2msf, includes the Americas and now Europe. In addition, Cushman & Wakefield is Zoetis' global provider of Portfolio Administration services. Zoetis, Inc. is the world's largest producer of medicine and vaccinations for pets and livestock.



GOS Marketing Collateral

GOS Marketing Collateral



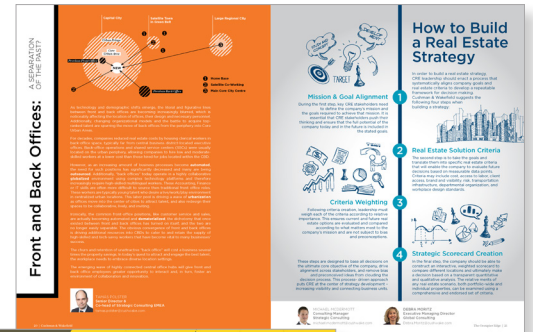
The Occupier Edge

The spring edition of *The Occupier Edge*, Cushman & Wakefield's global magazine, hit inboxes this March. The mission is to deliver functional best practices that can be implemented globally. *The Occupier Edge* has a single goal: to provide the reader with strategic, actionable thought leadership crafted by our very own experts.

Trending topics featured in this issue of *The Occupier Edge* included: active design in the workplace, the rapid growth of the sharing economy, and how the evolution of technology will change healthcare delivery. Additional articles included the growing danger posed by computer hackers as well as the increasing need for back offices and front offices to shift and therefore act as a connected hub.

We are not just curating content, we are creating conversations that will lead to a healthier and more productive workplace.

 [Download the Spring issue of *The Occupier Edge* here.](#)



“*The Occupier Edge* is a best-in-class publication that demonstrates our strengths as a firm and combined knowledge as a team of experts.”

Katy Pietrini



GOS Capabilities Brochure

The Global Occupier Services (GOS) team is committed to develop integrated solutions, create flexible operating models and provide excellent service to solve clients' needs - through our service lines, we're able to deliver.

Please keep an eye out for the final brochure, which will be hitting inboxes this quarter.

Welcome to CUSHMAN & WAKEFIELD

Cushman & Wakefield is a leading global real estate services firm that helps clients transform the way people work, shop and live. We lead the real estate industry with the best talent, the best clients and the best results.

250+ OFFICES | 60+ COUNTRIES | 43,000 EMPLOYEES

\$191 Billion TRANSACTION VALUE | \$5 Billion REVENUE

4.3 Billion SQ FT MANAGED | Confidently GLOBAL. Expertly LOCAL.

WHAT WE BELIEVE

- Deep local and global insights create solutions that are best for our clients.
- Relentless curiosity defines our team's capabilities.
- Every touch point is an opportunity to deliver exceptional experiences for clients.
- Diverse backgrounds, cultures, and expertise inspire breakthrough innovation.
- Our talent and our people will set the pace of the world.
- Always we are good together so we are great.

WHAT YOU CAN EXPECT

- A strong track record.
- A rigorous focus on results.
- Value created through insight.
- The right people powered by the right solutions.

CUSHMAN & WAKEFIELD

GLOBAL OCCUPIER SERVICES CAPABILITIES

69 COUNTRIES | 400+ OFFICES | 30,000+ PEOPLE | 600+ CLIENTS

GLOBAL OCCUPIER SERVICES

OUR THIS IS NOW

OVERVIEW

Cushman & Wakefield's Global Occupier Services delivers real estate solutions to meet your business strategy and goals, from reducing operational costs to making your workforce more engaged and productive.

69 COUNTRIES | 400+ OFFICES | 30,000+ PEOPLE | 600+ CLIENTS

A superior approach to Global Occupier Services

Global Occupier Services provides a comprehensive range of services designed to drive improvements in portfolio administration, project and development execution, to optimize operating and financial performance, to improve operational and maintenance resulting in consistent service, quality and cost savings.

RISK OPPORTUNITIES

- Business Continuity
- Location Advisory & Labor Analysis
- Portfolio Strategy
- Sustainability Advisory
- Workplace Strategy

HOW TO AND INTEGRATED FACILITIES MANAGEMENT

- Facilities Management
- Energy Management
- Financial Planning & Management
- Operational Health & Safety
- Strategic Sourcing & Vendor Management

OPERATIONAL HEALTH AND SAFETY

- Design & Concept Planning
- Risk Management
- Operations Support & Construction Management
- Equipment & Tool Management
- Management Management

ANALYTICS, MANAGE AND OPTIMIZE REAL ESTATE ASSET PERFORMANCE

- Cost Data Attribution
- Expense Analysis, Audit & Recovery Services
- Landlord & Tenant Management
- Lease Administration Services
- Space Attributes Analysis & Reporting

HOW TO AND INTEGRATED FACILITIES MANAGEMENT

- Facilities Management
- Energy Management
- Financial Planning & Management
- Operational Health & Safety
- Strategic Sourcing & Vendor Management

OPERATIONAL HEALTH AND SAFETY

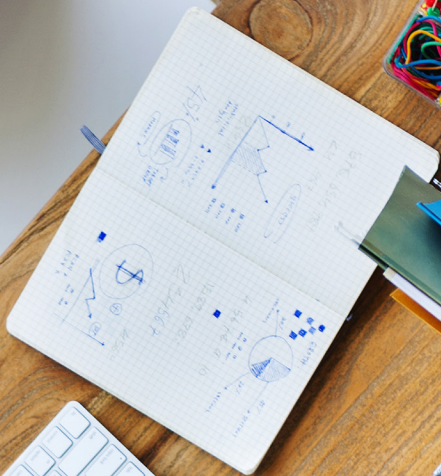
- Design & Concept Planning
- Risk Management
- Operations Support & Construction Management
- Equipment & Tool Management
- Management Management

ANALYTICS, MANAGE AND OPTIMIZE REAL ESTATE ASSET PERFORMANCE

- Cost Data Attribution
- Expense Analysis, Audit & Recovery Services
- Landlord & Tenant Management
- Lease Administration Services
- Space Attributes Analysis & Reporting

“Cushman & Wakefield has expertise and history in every market and we deliver exceptional strength in geography, service lines, and infrastructure to ensure consistent results. We build enduring relationships by making our team an extension of your business, aligned with your goals and committed to maximising bottom-line performance.”

Steve Quick



Who's Who in Marketing

Who's Who in Marketing



The Cushman & Wakefield Blog: Staying on Trend is our Business

The new **Cushman & Wakefield Blog** is your go-to location for original content on the latest news on trending topics, business best practices and thought leadership, written by our own subject matter experts. Each article contains actionable insights that can be implemented industry wide and are positioned for seamless sharing. We encourage you to visit the blog regularly, to pass along to clients and to submit article suggestions and ideas on topics that interest you. If you have any questions or need any help getting started, please contact the GOS marketing team.

GOS Marketing

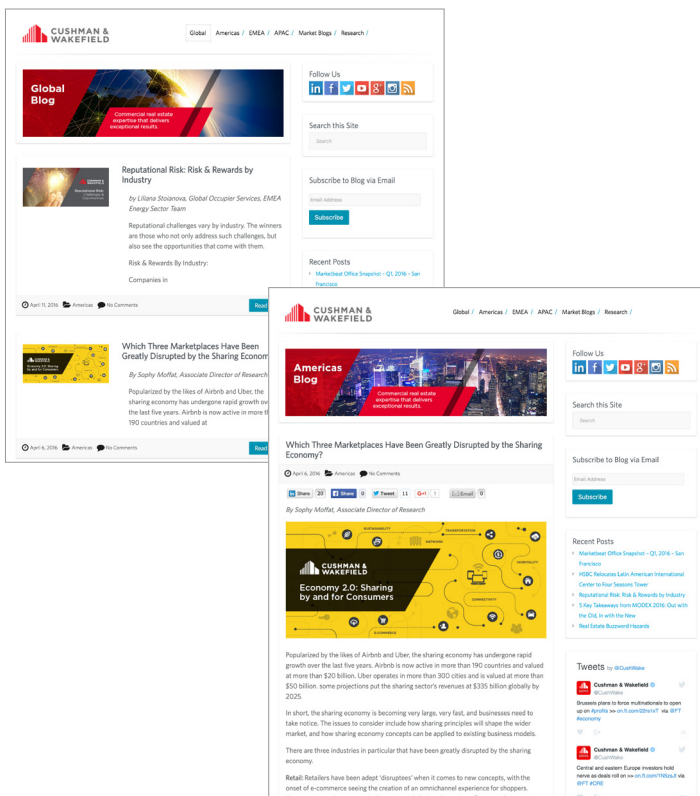
Our job in GOS marketing is to support GOS professionals as you deliver the best of what our company has to offer. Our goal is to keep you informed and connected to industry trends and company news and we will do so through The Occupier Briefs, The Occupier News, *The Occupier Edge* and other internal campaigns.

Your feedback is important to us. Write us an email and share your thoughts:
globaloccupierservices@cushwake.com



Gina Chinino

Global Communications Manager
Global Occupier Services





We would like to update you on the structure of the GOS Marketing Team as there have been several new hires since the merger. Please find the GOS marketing team org chart below.



Katy Pietrini
Head of Marketing, GOS



Kenya Milton
EA/Marketing Coordinator



Anne Edelbrock
Americas Lead



Jenny Cuthbert
EMEA Lead



Lidija Castro
APAC Lead



Rian Johnson
Marketing & Business Development Specialist
Canada



Kristyn Spetsios
Marketing Manager



Jennifer Shierson
Senior Marketing Executive



Senem Goctu
Senior Graphic Designer

Global Resources



Ali Stricklin
Global Events & Sponsorships Lead



Kevin Luchansky
Digital Analyst



Gina Chinino
Global Communications Manager



Stefanie Murphy
Global Public Relations Director