



CELEBRATING  
**100**  
YEARS

# THE OCCUPIER NEWS

Q1 2017



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# Welcome to the Q1 Edition of The Occupier News

We are ready to accelerate at an exponential rate – 2017 will be about excellence, growth and differentiation. This year, we will continue to push the boundaries in order to transform the market and differentiate ourselves from the competition.

To date, our business has done a fantastic job of allowing these priorities to lead our strategic direction. By working together as a team, utilising our top-notch talent and leveraging our keen knowledge, we are providing our clients with a best-in-class experience.

I am very proud of our team, what we've accomplished and how we work together across the globe. The GOS Photo Competition, highlighted on page 49, was a fun and interesting way to truly showcase how unique our global colleagues are. Although stemming from a competition, this initiative went beyond that by becoming an eye-opening visual, truly capturing and creating the DNA of the Global Occupier Services business. This served as a reminder that the fabric that holds our team together is made from many different textures – which is why it's so durable and strong.

Read through this edition of The Occupier News and take a look at the last quarter. We talk with global talent, ask some of our professionals what their dream job was as a child and we highlight three of our very own influencers. Take a look at some key wins on page 41 and learn best practices and gain tangible knowledge from account teams. We also had major accomplishments, including three of our professionals being named “CoreNet Young Leader Finalists” – and, notably, we were the only CRE provider to be represented in this list.

Let's continue to keep excellence, growth and differentiation top-of-mind in 2017 and beyond. I look forward to our continued success.

Best,  
Steve Quick



**Steve Quick**  
Chief Executive  
Global Occupier Services







# Talking with Talent

**Tell us a little more about you:**

I'm an Australian and was living in Hong Kong before coming to San Francisco 16 years ago. Educated as an architect, I've never designed anything, but worked in the design profession for a long time, focusing on the people and business needs that help shape how the design of space responds. Four years ago, I was lured into real estate, to bring that focus to the services we offer our clients, and have never looked back!

**Notable industry achievement:**

2014 CoreNet Northern California Service Provider of the Year.

**What's something you're most proud of?**

I'm proud of how much my small team has achieved over the past four years. We've engaged with hundreds of clients across the country, many of whom never thought that our company could offer them strategic thinking that would address the needs of their people and help underpin business success in the way that new workplace strategies can.

**Is there a quote you live your life by?**

My motto is "to only have it if you can have the one you really want." I work really hard at not having too much 'stuff,' just the things I really need and love.

**What would most people be surprised to learn about you?**

I'm just back from an ice climbing adventure in Colorado.

**Why do you enjoy working at Cushman & Wakefield and in the commercial real estate industry?**

I appreciate the energy here - there is a lot of momentum moving us towards greatness. We have an appetite for change and for seeking differentiation: This is an area where my team brings added value to Cushman & Wakefield and we enjoy recognition of that by our colleagues and clients.



**Antonia Marie Cardone**

Managing Director  
Workplace Strategy &  
Change Management, GOS  
**Location:** San Francisco

CLICK BELOW TO WATCH ANTONIA'S VIDEO



*Antonia ice climbing in Colorado.*



*Antonia with her husband.*



**Tell us a little more about you:**

I am married with two daughters. Other than spending time with my family, I enjoy traveling, home renovation & design, wine collecting (and consuming!) and cars (playing with them and driving them fast!). I have been a very active member of CoreNet - having been a member, committee member and officer. I also had the pleasure of serving as President of the Northern California Chapter and most recently, I was elected to the Global Board and am starting my three-year term this month in Shanghai.

**Notable industry achievement:**

I am proud of the role that I played in the early days of CRE outsourcing. Some of the earliest accounts that I was involved with were winning and delivering even pre-dated the use of the word 'outsourcing' in our industry- Adecco (1994), American Express Financial advisors (1994), United Technologies (1995), and many others.

**What's something you're most proud of?**

Professionally, I am most proud of my team. We have had the good fortune to bring together the best and brightest in the industry. I cannot emphasise enough how strong this team is, how well they work collaboratively and have a 'Team First' approach.

**Is there a quote you live your life by?** One quote that always rings in my head, and puts a smile on my face, is from a Meatloaf song, "There ain't no Coupe deVille hiding at the bottom of a Cracker Jack box."

While certainly a humorous line, the core of this has always resonated with me.

**What would most people be surprised to learn about you?**

I am a licensed architect.

**Why do you enjoy working at Cushman & Wakefield and in the commercial real estate industry?**

My enthusiasm for what we are doing and how we are positioning ourselves in the market is unbridled. We came together as a firm less than two years ago. In that time, we have renewed or expanded key accounts: PG&E, Verizon, MasterCard, Salesforce, etc. and have won new accounts with Facebook, Adecco, Huawei, Unum, Akamai, and many many more. Our message, our firm and our people are resonating in the market. We are not now 'just' one of the top three, but we are the top choice for many Fortune 100 firms because of our client-centric and people-first approach. There is no message that I'd rather be carrying to the market than that.

**Michael Casolo**

Global President  
Client Solutions, GOS

**Location:** San Francisco



Michael on stage at the CoreNet Global Summit in Philadelphia.



Michael and his family in Italy.

**Tell us a little more about you:**

I studied law in Germany and France and worked as a lawyer in Hamburg and New York. After gaining experience in this field, I joined Arthur Andersen in Hamburg, working in the Tax Department with Real Estate clients and later switched to building the group's Real Estate Service line. From there I joined Ernst & Young, with responsibility for Real Estate in Northern Germany. I have now been with Cushman & Wakefield since 2006 and am still enjoying the working environment and my role here.

**Notable industry achievement:**

Contributing to the development of the company into one of the top three real estate firms worldwide.

**What's something you're most proud of?** I lived with three girls, my wife and our two daughters, who have now grown to become active, confident and successful young women. What they have achieved in their lives and the fact that we seem to have done a good job of supporting them in this so far, makes me proudest.

**Is there a quote you live your life by?** The harder you practice, the luckier you get.

**What would most people be surprised to learn about you?**

I used to work as a doorman at a discotheque, today you would call it a Club, to finance my studies and spent every Friday and Saturday night working until 6 a.m. the next morning. I learned a lot about human nature and how to communicate with people.

I was also a very successful 800m runner - although luckily that was a talent I never had to put into practice while working as a doorman!

**Why do you enjoy working at Cushman & Wakefield and in the commercial real estate industry?**

My team and the other people I work with. Sometimes it is tough, but it is also fun and a constant source of energy working with them.



**Dr. Michael Thiele**  
International Partner  
Head of GOS Germany  
**Location:** Hamburg



*Michael with his core GOS team in Hamburg.*



*Michael with his two daughters.*



**Tell us a little more about you:**

I was born and raised in Singapore. After my graduation, I had the opportunity to work for four companies in different sectors (i.e. banking, property development, corporate interior design consultancy and semiconductor manufacturing). Through this, I was able to broaden my perspective on how diverse companies in these fields operate and learn from the substantial differences in scope, focus and corporate culture. People tend to see me as a warm, friendly and approachable person. I am also passionate about developing and fostering the youth to be capable people for the future.

**Notable industry achievement:**

I had the privilege to work with some of the top people in the semiconductor industry. I was involved in several merger and acquisition deals to define and implement opportunities for cost savings through compression and consolidation of sites. In a major merger of my previous company with another main player in the industry, substantial savings in real estate spend was achieved – both in office as well as industrial footprint.

**What's something you're most proud of?** I am most proud of my 12-year-old daughter who is a sensible and independent girl. Being a supportive mother in her studies and activities is most important to me.

**Is there a quote you live your life by?**

Always strive for perfection. Never give up. "Just as cherry, plum, peach and damson blossoms all possess their own unique qualities, each person is unique. We cannot become someone else. The important thing is that we live true to ourselves and cause the great flower of our lives to blossom." - Daisaku Ikeda

**What would most people be surprised to learn about you?**

I'm an avid Bikram Hot Yoga practitioner who practiced daily for almost five years. I still do hot yoga regularly and it helps me to stay healthy and keeps my mind focused. I'm linguistic and conversant in four languages and four Chinese dialects: English, Mandarin, Malay, Japanese, Hokkien, Teochew, Cantonese, Hakka. During my free time, I am still learning other languages like Dutch and German at my own pace. I am proud of my Nonya (Straits Chinese) heritage and my friends are surprised that I can cook very authentic Nonya dishes from recipes passed down from my grandmother.

**Why do you enjoy working at Cushman & Wakefield and in the commercial real estate industry?**

Prior to joining Cushman & Wakefield in August 2016, I was a client to Cushman & Wakefield and have worked with the staff across multiple service lines (TM, PM & FM) in the APAC region. I was very

**Doris Kuek**

Senior Portfolio Manager  
Transaction Management  
Global Occupier Services  
APAC

**Location:** Singapore

impressed with the level of passion and professionalism of the people I have engaged with and I was curious to know why. After joining Cushman & Wakefield, I found the answer and it is because the company provides opportunities and challenges for everyone and believes in "right people, right strengths."



# Account Director Spotlight





## James Kennedy-Cooke

Senior Vice President  
Global Occupier Services

**Location:** Palo Alto

**Years with the company:** 29 years

**Provide a brief overview of your relationship with your clients:** My objective is always to become all my clients' advocate. While there will always be aspects of any client's real estate strategy that will be driven internally by the business, my aim is to provide total reassurance that I'm sitting on their side of the table, I share the pressures (and the successes) and take full responsibility for every action taken on their behalf by Cushman & Wakefield under my watch. Every client is slightly different, so it is imperative to remain as adaptable as possible.

**Anything else you would like to add about your clients:** I try to ensure that I am always available, night and day. Being based in California, this can be slightly challenging in the context of international business, but I'm fortunate to be able to function reasonably effectively on a broken sleep pattern. I'm very fortunate to work with some of the biggest and highest profile corporations in the world and to have been associated with incredible projects around the world. My family has always (well, mostly!) been very understanding of my drive.

**2016 highlights:** I have been fortunate enough through my career (to date) to represent some of the world's largest companies on assignments, both large and small, in many countries around the world. The pace doesn't get any slower and 2016, which was my second year working in California, coincided with the completion of a number of very high profile transactions both domestically and internationally. It was very satisfying to be able to work on such exciting projects in collaboration with teams of top professionals from Cushman & Wakefield.

### **Describe your career path to Cushman &**

**Wakefield:** A long and winding path starting in 1988 with Debenham Tewson & Chinnocks. In 2000, I was part of our joint venture with The Staubach Company and, ever since, focused on cross-border business development and transactions. My latest adventure, as part of GOS in Palo Alto, began in 2015. When I started, we were London-based Chartered Surveyors with a staff of approximately 350 - quite a difference from the scale, coverage and range of service lines of Cushman & Wakefield today!

### **What hobbies do you enjoy in your personal time?**

Watching sports (currently trying to understand U.S. varieties), skiing, hiking - and eating. Also, 2017 is going to mark my golfing comeback!

### **What would people be surprised to learn about you?**

A long, long time ago, I made a couple of records and more recently performed live.



*James enjoying a drink.*







**We  
Won!**

# Following are GOS Wins in Q1 2017

## FACEBOOK

**Team:** Alex Diaz, James Kennedy-Cooke, Melanie Baxter, Richard Golding, Alex Burnett & Paul Gratton

**New / Renewal / Expansion:** New

**Location:** Global

**Services:** Transaction Management

**Snapshot:** We've been "Liked" by Facebook.

GOS secured a three-year contract with Facebook for Global Transaction Management services. Cushman & Wakefield will be the primary provider of this service globally for the social networking and technology company.



Cushman & Wakefield have, over the past few years, cultivated a strong relationship with Facebook having successfully carried out the large majority of their transactional work in EMEA in addition to a formidable share of their APAC work. A highlight included Cushman & Wakefield securing their new 247,000 sq ft London HQ building which was the largest Central London transaction in 2015; A hugely complex acquisition of a landmark development under construction which was coordinated and delivered by Toby Ogden and the EMEA GOS team.

The contract represents a net-new win for the Americas where the team was able to unseat a long-term incumbent. Highlights include two major new lease acquisitions which are emblematic of a powerful combination of GOS transaction management, strategic consulting and local U.S. brokerage.

This win is also a great example of how our global business and relationships from around the world work together to create a truly cohesive team approach.

Several Cushman & Wakefield leaders have long-standing relationships with Facebook. Richard Golding, who will lead the account globally from EMEA as Client Relationship Manager, Alex Diaz, who served as Sales and Solutions lead in the Americas and will remain in an Americas focused Relationship Management role and James Kennedy-Cooke, Account Director for the Americas all have significant history with the client. Alex Burnett, based in London, will serve as Global Account Manager in addition to his EMEA responsibilities. Contract proposals and negotiations were driven by Richard Golding, Alex Burnett (EMEA), Alex Diaz (Americas) and David Jones (APAC) with support and advice from Alix Ianessa, Lead Counsel, GOS Americas; Alex Melrose, Senior Corporate Counsel EMEA and Hiranmai Rallabandi, Executive Director and Associate General Counsel, India & South East Asia. A truly global team effort.

Strong collaborative global performance across Cushman & Wakefield provided the platform to initiate and secure this new global three-year contract. Congratulations to the team on this impressive global win.





*“This is a fantastic win having been able to keep our competitors away from embedding themselves into this relationship. Facebook, who are the largest connected social media organisation in the world, with 1.8bn monthly users, wanted us to create a similar global account team that work together and think globally. We were able to show this was truly part of our DNA in the way we had linked into all of Facebook’s regional leads whilst keeping the communication and delivery joined up across GOS. This is the type of organisation we can work with to demonstrate our depth of both delivery and global strategic thinking.”*

- Richard Golding CRL

*“We were able to demonstrate to the client the value and strength of the Cushman & Wakefield platform. Our team’s unique skill set dealing with MNC’s on a global basis was a clear differentiator. We are very pleased to have formalised an ongoing relationship with a client the calibre and stature of Facebook.”*

- Alex Diaz

### **KELLY SERVICES**

**Team:** Jeremy Piquard and Jim Hegger

**New / Renewal / Extension:** New

**Location:** Global

**Services:** Portfolio Administration

**Snapshot:** Kelly Services, a global office staffing and workforce solutions company, selected Cushman & Wakefield and the PSC to create and implement a portfolio optimisation strategy to maximise savings. By determining areas for savings and collaborating with the client, Cushman & Wakefield generated an estimated savings of \$1 million in the first seven months of year one.

*“By consistently challenging the status quo, using analytics to establish optimisation opportunities and executing strategies, including leveraging our internal brokerage partners, we are on pace to exceed the annual goal by \$200,000.”*

- Jeremy Piquard



### **PIER 1**

**Team:** Bret Bunnnett, Rick Bagy, Dan Olson, Jessica Straub, Todd Kohlbecker & Kris Knapstein

**New / Renewal / Extension:** New

**Location:** North America

**Services:** Transaction Management

**Snapshot:** St. Louis’s Todd Kohlbecker and Dallas’s Bret Bunnnett won an engagement with Fort Worth-based Pier 1 Imports for management of the retailer’s lease portfolio of more than 1,000 stores comprising 10 million square feet across the U.S. and Canada. Todd and the Portfolio Services Centre will provide daily oversight of the account, with on-the-ground support from Kris Knapstein in Dallas.

*“Cushman & Wakefield will work with Pier 1 Imports to assess and develop a strategy for various locations within the company’s vast store portfolio, helping to gain efficiencies and bring costs down,” said Todd. “Our goal with Pier 1 Imports is to develop a broader plan for how we approach the portfolio, and then drill down into individual leases from a more strategic standpoint to help them effectively manage their resources. Cushman & Wakefield was awarded this critical assignment because of our myriad of strengths in this area.”*

*“The onset of eCommerce has prompted every retailer in the U.S. to take a strategic look at how they marry eCommerce with brick-and-mortar stores,” said Bret. “Cushman & Wakefield is uniquely qualified to develop and execute an approach for multi-market locations. Our work for Pier 1 Imports offers everything from renewals to new leases to right-sizing the retail chain where it’s needed most.”*

#### **PFIZER**

**Team:** Josh Kuriloff, Adam Spies, Josh King, Bob Knakal, Peyton Horn, Debra Moritz, Jason Greenstone, Janice Stanton, Drew Braver, Molly Brannon, Melissa Siegel & Warren Braverman

**New / Renewal / Extension:** Expansion

**Location:** New York City

**Services:** Global headquarters relocation, along with the disposal of its current headquarters.

**Team:** Clifford Radosevic, Shirley Roberts, Lucas Gadouchis, Melissa Mason, Diana Sandor, Patricia Vervoort & Noreen Azhar

**New / Renewal / Extension:** Renewal

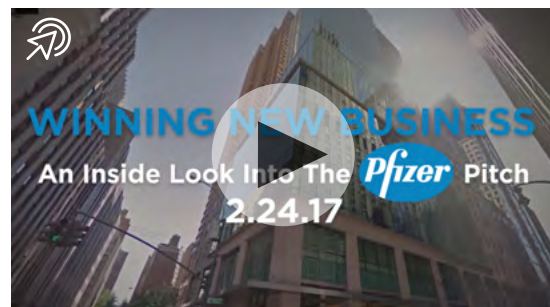
**Location:** Global

**Services:** Global Lease Administration

**Snapshot:** An eight-year GOS-led account continues to prove that strong partnering between GOS and the tremendous firepower of the Cushman & Wakefield Enterprise through Brokerage, Capital Markets, Corporate Finance & Investment Banking, Global Business Consulting, Global Lease Administration and Marketing results in continued opportunity to extend and expand a major corporate relationship.

Cushman & Wakefield has been selected by Pfizer, one of the world’s premier biopharmaceutical companies, to provide crucial services to augment the GOS corporate account, which includes:

- ▶ Advising Pfizer on its global headquarters relocation, along with the disposal of its current headquarters at 235 and 219 East 42nd Street.
- ▶ We also secured a no-bid renewal Global Lease Administration mandate totaling more than 56M SF under exclusive management.



By leveraging an existing and strong GOS account model, Cushman & Wakefield was able to expand its services to secure one of the most important transactions in 2017. Toby Dodd, Executive Managing Director and Warren Braverman, Managing Director/Pfizer Account Lead were driven to “demonstrate how the Cushman & Wakefield Enterprise, with its complementary service lines, could lead the way for Pfizer’s vision in defining and securing a transformative workplace – converting real estate as a facility to an enabler to retain and attract talent and to innovate as a world-class pharmaceutical company.”

Pfizer needed a partner that could provide a fully integrated real estate strategy and had the experience and expertise needed to capture and execute on their forward-thinking plans for their workplace. A transaction of this complexity requires innovative thinking and a strong team to convert ideas into action.

Furthermore, our Global Lease Administration group has been successful in securing a no-bid master services agreement renewal where our team will continue to service Pfizer’s 56M SF global portfolio.



The successful renewal of Lease Administration services is credited to tremendous accomplishments of the past including the centralisation of their Invoice Review and Bill Pay function for NOAM, data migration from Tririga to the implementation of their BIGCentre database and the deployment of a best-in-class document management system. Additionally, Cushman & Wakefield's Lease Administration team has achieved more than \$3.2 million in value-add savings and recoveries for Pfizer since contract inception.

Looking forward, Cushman & Wakefield will continue to drive value to Pfizer by working with the client at the regional level to enhance international data and business intelligence reporting, facilitating new FASB and IASB lease accounting compliance, and expanding our service delivery across Pfizer business units and regions.

### SMITHS GROUP

**Team:** Allan Brass, Robert Hall, Alister Yearley, Chris Potter, George Hauch, Simon Pook, Jade Rodgers, Roy Scannell & Lisa Potter

**New / Renewal / Extension:** New

**Location:** Global

**Services:** Transaction Management, Lease Administration, Property Management and Portfolio Property Strategy

**Snapshot:** Cushman & Wakefield has secured a five-year, exclusive global mandate with Smiths Group, a British multinational technology-based manufacturing corporation.

We will be providing Transaction Management, Lease Administration, Property Management and Portfolio Strategy services to Smiths Group across 57 countries.



Listen to Robert Hall, Senior Director, GOS; Alister Yearley, Associate Director, GOS, and Allan Brass, Vice President, GOS, discuss this global pursuit and share best practices for a successful bidding process.

Additionally, download the road map, "Fantastic Bidding Fundamentals," which demonstrates the exciting journey from prospect to contract award!

*"This exciting, new corporate mandate truly represents the power of Cushman & Wakefield's global service delivery platform."*

- Alister Yearley

### UNUM

**Team:** Kelly Hackett, J Glasgow, Bill Maliff, Krista Briske, Bryan Berthold, Mitch Wickland, Connie Hughes, Dawn Ford, Craig Berry, Jessica Worley, Jake McDonald, David Susoreny, Jim Walter, Lawrence Wilks, Angel Broach & Alicia Riley

**New / Renewal / Extension:** New

**Location:** U.S.

**Services:** Facilities Management, Transaction Management, Project Management & Portfolio Administration



**Snapshot:** Ensuring winning success with relentless persistence combined with a diverse team of subject matter experts.

Unum, a Fortune 500 company, is the largest disability insurer in the nation. They've entrusted Cushman & Wakefield with a five-year contract to provide an outsource of integrated services; Facilities Management, Transaction Management, Project Management and Portfolio Administration services. This is a new win for the firm and the first major GOS joint win with C&W Services since the merger.

A strong account team was proposed to deliver Cushman & Wakefield's strategic platform approach including the self-performance of more than 90% of the services as well as integration with the PSC for variable resources. This 10-month rigorous and competitive bid process showcased our company's culture that stood out to the client.







# Influencer Spotlight





WE ARE EXCITED TO INTRODUCE THIS QUARTER'S INFLUENCERS.



**Brandon Aitken**

Portfolio Manager  
Transaction Management, APAC  
Global Occupier Services

**Location:** Singapore

**Years with the company:** One year in Singapore, two and a half years in Toronto, three four-month work terms in Toronto

**Notable industry achievement:** One of my most notable industry achievements was being part of the all Cushman & Wakefield team to win the Third Annual NAIOP Development Challenge. As part of a team of five, we were the first (and only) team to ever represent one company and take home the top prize. Our award winning submission and presentation was created by our team who represented the Brokerage, Valuation & Advisory, along with GOS, working together on a single goal.

**What hobbies do you enjoy in your personal time?**

Living in the heart of South East Asia provides me with the ability to travel extensively and enjoy the ocean, beaches and beautiful weather that this area of the world has to offer. In my free time I enjoy going to the beach to go wakeboarding, surfing or sailing - Singapore or abroad.

**What would people be surprised to learn about you?**

Many people are surprised to learn that I spent ten seasons (over a period of ten years) working part-time decorator, decorating commercial office buildings, hotels and malls for Christmas and the Holiday Season. Working on evenings and weekends, I installed some of the tallest, largest and most extensive Christmas displays in Toronto, Canada. As part of this, I have my boom and scissor lift license, which I am sure will come in handy again one day!



CLICK BELOW TO WATCH BRANDON'S VIDEO





**Shauna Clarke**

Transaction Manager  
Global Occupier Services  
RBC Account

**Location:** Toronto

**Years with the company:** 15 months

**What hobbies do you enjoy in your personal time?**

I enjoy reading – sinking into a good novel at the end of a busy day allows me to momentarily escape. Movies do that as well for me and I love when a great book ends up on the big screen. I also enjoy interior design and décor as it relaxes me as well. My kids have come home from school on more than one occasion to find their rooms completely different, or our sofa and TV in other areas of the house!

**What would people be surprised to learn about you?**

I almost went to the Olympics for track and field, but missed the qualifying time by two one hundredth of a second.



**CLICK BELOW TO WATCH SHAUNA'S VIDEO**

**Shauna Clarke**  
Transaction Manager – RBC Account  
Global Occupier Services, Canada





## Elliot Barnes

Marketing Manager, EMEA

**Location:** London

**Years with the company:** Four years

**Notable industry achievement:** Having worked across three service lines, I have been involved with really exciting projects, most notable perhaps are those built around thought-leadership, exploring the future landscape. From project managing the Future London website; a dedicated website with an interactive map showcasing where occupiers are locating across London and subsequently the emerging areas; to forming part of the team behind the first Futures Group conference 'The Future of Work', bringing together futurists from across the globe for a half day client conference. From a personal perspective, but also a notable achievement nonetheless, is progressing from intern to manager in less than three years and becoming an Associate with the Chartered Institute of Marketing (CIM).

### What hobbies do you enjoy in your personal time?

I like to keep active and I am both a keen swimmer and cyclist. You'll often find me cycling along the river in my spare time and I have completed the JLL Property Triathlon three times now. Another passion of mine is traveling the world. Last year, I spent more than two weeks in Bali, Indonesia, traveling alone and having no real plans. I met some great people and experienced climbing a volcano and scuba diving for the first time. This year, I am heading to Japan.

### What would people be surprised to learn about you?

People might be surprised to know that I'm a red belt in Taekwondo, two before black belt. I also used to play guitar and perform in a school band, more of a budget version of School of Rock rather than the next Coldplay it has to be said.



Elliot teaching English at a local school in Bali.



Elliot during the JLL Property Triathlon.

CLICK BELOW TO WATCH ELLIOT'S VIDEO



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



# Colleague Q&A



**GUY MASSÉ**  
Senior Vice President  
Montreal

*As a child, what was your dream job?*

To be a veterinarian.

MONTREAL

LONDON

MUNICH

MAIDENHEAD

ST. LOUIS, MISSOURI

IRVINE, CALIFORNIA



**ALEXANDRA SPEZIA**  
Senior Manager/Project  
Designer  
St. Louis, Missouri

*As a child, what was your dream job?*

To be a rock star, professional athlete, doctor, etc. However, one story does come to mind - I remember shopping with my mom and telling her I wanted to be a cashier when I grew up because they got to take all of the money. Ironically, that innocent, naïve little girl, grew up with a tendency to splurge every time she visits Target.



**BRANDON TANNER**  
Senior Vice President  
Solutions Development,  
Enterprise Solutions  
Irvine, California

*As a child, what was your dream job?*

To be like my dad. He put on a suit and tie every day and carried a briefcase. I didn't know what he did at the time, but I thought carrying a briefcase made him extra special.

SÃO PAULO



**LAURO NAKAMURA**  
Engineering, Quality  
and Safety Manager  
São Paulo

*As a child, what was your dream job?*

To be a marine biologist, engineer or inventor. I was always curious about how things worked and are constructed - like how cars run or how fish breathe under water. Today I'm an engineer keen on environmental issues.





**KATIE MANSFIELD**  
Partner  
Global Occupier Services  
London

*As a child, what was your dream job?*

To be a race car driver. The thrill of driving fast and love of adrenalin sports suits my competitive nature.

WARSAW



**ALEKSANDER SZYBILSKI**  
Workplace Strategy  
Consultant and Architect  
Warsaw

*As a child, what was your dream job?*

To be an action movie actor.



**SHAUN JENKINSON**  
International Partner  
Head of Transaction  
Management, EMEA  
London

*As a child, what was your dream job?*

To be an airline pilot. I liked the idea of flying around the world in a smart suit. That is, until I realised how long I had to study - still try to wear smart suits though!



**EVA ESCAIG**  
Associate Director  
Account Management  
Munich

*As a child, what was your dream job?*

To be an architect. I wanted everyone to be able to live in beautiful homes and I wanted to do this for free.



**GILES FLAXTON**  
Regional Facilities  
Manager  
Maidenhead, UK

*As a child, what was your dream job?*

To be a world traveler. I wasn't sure exactly what I wanted to do, but I knew I wanted to travel. Being a facilities manager has certainly allowed me to travel, but I do spend a lot of time at a desk - so not quite fully achieved the dream yet.

SYDNEY



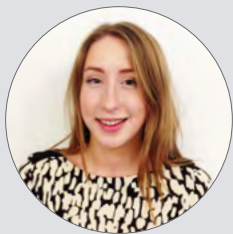
**VALENTINA NASTOSKA**  
Marketing Manager  
Sydney

*As a child, what was your dream job?*

To be in the world of fashion magazines - it seemed so glossy and fun.



# GOS Uncovered



## Life of a New Graduate

**Tell us about yourself:** I'm Laura Pell, one of the apprentices at Cushman & Wakefield. Prior to joining GOS, I spent two years in the South East Office Agency Department. Since moving departments, I have been assisting **Kimberley Burn** and **Robbie Stewart** with the AECOM account, acting as an embedded resource for their Continental Europe and India Real Estate team - I am being tasked with a quasi-client role.

### **Why Cushman & Wakefield?**

At the age of 18, I was delighted to secure an apprenticeship with the firm. At the time, Cushman & Wakefield was one of a few large companies providing an extensive apprenticeship scheme, benefitting from good client exposure, on the job training and an opportunity to be funded through university.

**Why GOS?** Having worked with GOS whilst in agency, my perception of the department was that they sent a lot of emails and were usually on conference calls. I later found out that this was rather accurate! Despite all the calls and emails, GOS is a vibrant and dynamic team, which is well connected within the business. I feel that GOS can allow anyone to flourish, as it offers young surveyors an opportunity to have both responsibility and direct contact with high profile clients.

Additionally, there is the added benefit of international travel, providing an opportunity to visit worldwide locations. I am aware of many colleagues that have worked abroad for several years and still remained within the wider team, something that is unlikely to be possible in other departments. The nature of transaction management encourages collaboration between different departments, both local and

international, to assist with the various stages of an acquisition/disposal. This has improved my business connections, confidence and geography (in particular location quizzes)!

**What are some challenges you have faced?** International calls can be challenging when you are trying to accommodate those in various locations. Ensuring you're aware of the various time zones is key. Another issue is finding brokers in remote areas - sometimes, you must undertake extensive google searches.

**What's something you're most proud of?** Other than being an excellent food critic (particularly pizza which amuses the team), I was awarded "Best General Practice Apprentice Surveyor 2016" at the Royal Institute of Chartered Surveyors in Westminster. In the same year, I also achieved my 'Associate RICS' title.

**Where do you see yourself in five years?** My goal is to be a qualified Chartered Surveyor and on a team that is driving the business forward.





# SOUL

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FIND YOUR





# Events, Awards & News

## The Occupier Edge: 2017 Killer Content Awards Winner

Top business-to-business marketers were honored at Demand Gen Report's 2017 Killer Content Awards recently held in Scottsdale, Arizona. *The Occupier Edge*, Global Occupier Services' bi-annual publication, won the research-based content

category and was chosen based on its rich client-focused content and ability to touch each stage of the decision-making journey.

Congratulations to the GOS Marketing team, thought-leaders, and experts for developing an award-winning publication.



Launched in 2007, Demand Gen Report (DGR) is a publication for B2B marketing professionals. The website, newsletters, and in-depth reports cover product innovations, capture insights from top industry executives, and offer unique insights into best practices.



**Gina Chinino**, Global Communications Manager, and **Kristyn Kerr**, Marketing Manager, accepting the award on the team's behalf.

## CoreNet Global Board Nomination



Congratulations to **Michael Casolo**, President, Client Solutions, GOS, for being named to the CoreNet Global Board of Directors. Michael was nominated for this position due to his leadership, support and dedication to CoreNet Global. His nomination is evidence of his efforts

and achievements in the commercial real estate industry. Michael will start his three-year term at the Shanghai summit this month.



## CoreNet Southern California Board Member

Congratulations **Ali Stricklin**, Global Lead, Partnerships, Sponsorship & Events, GOS, for being selected to be on the CoreNet Southern California Board. Ali will serve as the V.P. Special Events, RE Emmy Awards and Gala for the two-year term.





Coming Soon

CUSHMAN & WAKEFIELD COMICS GROUP



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COLLECTOR'S ISSUE!

# GOS

GLOBAL OCCUPIER SERVICES

# HEROES

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## Big Move: New Canadian Head Office

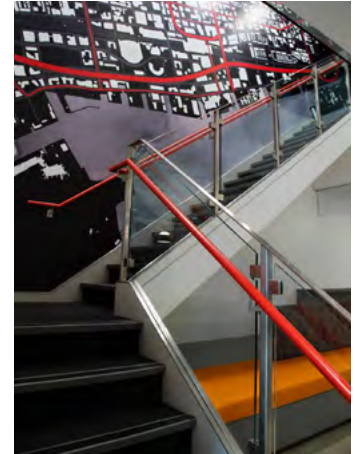
Cushman & Wakefield's Canadian headquarters recently relocated to 161 Bay Street in downtown Toronto, a premier address. This office move involved relocating more than 200 stakeholders under one roof from two legacy offices.

Leveraging our in-house expertise, the project team—comprised of **Jody Russelle** and **Arlene McTernan** from Project & Development Services, **Greg Sherwood** from Facilities Management, and **Alex Bilkic** from IT—managed the project from inception through to completion, delivering a seamless transition to employees entering the new space on day one.

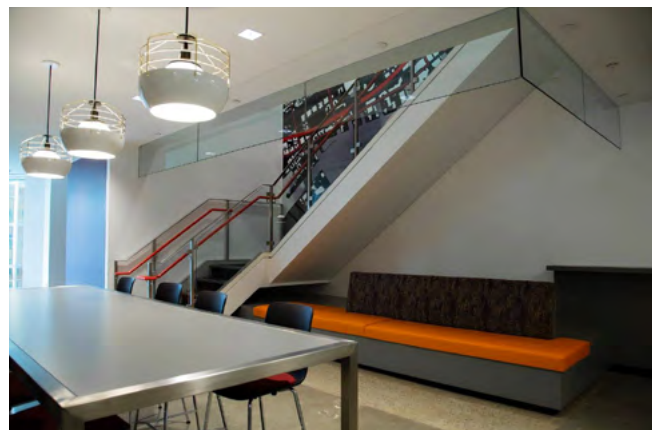


Flooded with natural light, the new office spans two full floors inspiring productivity and collaboration among teams and boasting features including a five-screen, digital showcase, a 35-foot, embossed Cushman & Wakefield logo spanning the length of the lobby hallway, floor-to-ceiling windows, sit-to-stand desks, numerous focus rooms, movable walls, café and lounge areas, a wellness room, healthy snack options, and high-top and soft seating throughout the office. The office includes enhanced technologies in all meeting areas offering SMART Boards and fully integrated plug and play presentation and audio conferencing capabilities as well as Skype integrated web conferencing.

Creating a space that promotes flexibility and employee engagement were at the forefront of the design says **Chuck Scott**, CEO, Canada. “We wanted a workspace that was less siloed and more inviting for employees to engage with one another. One size doesn’t fit all, and the same rings true for how people work. As a firm, we felt it important to create a space that offered flexibility to our employees in both the physical space and how they choose to work.”



“It’s about community and having a space to welcome clients and host large-scale client, internal, and charity events. It’s a place where wellness and technology come together to drive a productive and happy workforce,” said Chuck. “We have a culture of high performance, and if we want to get the best from our employees, we needed to create a space that supports just that, with cutting-edge technology, more flexibility, increased access to natural light, and design that incites more collaboration amongst teams and divisions.”





## Estates Gazette: Q&A with Katie Mansfield, “The lady leading the way for Cushman & Wakefield’s Global Occupier Services”

**What do you enjoy about working in Global Occupier Services for Cushman & Wakefield?** In my opinion GOS is the most diverse department within Cushman & Wakefield and with that comes a fantastic diverse group of colleagues. As well as enjoying working with some of the market leading figures, I also particularly love the cross border nature and daily variety of the job. One day I could be working on a lease renewal in Myanmar, the next a lease acquisition in San Francisco and then next travelling to Finland on a building tour!

**How has your role progressed and changed during your time with the firm?** I joined as

a graduate in 2004, in Manchester and over the last 12 years I have held various roles in different offices; from working in our valuation department in Manchester to moving to Ireland working in our investment agency and retail agency teams in Dublin. After a 12 month career break to travel during the GFC I returned to work in Dublin, focussing on corporate occupier clients which gave me my first insight into GOS.

Seeking a new challenge in 2011, I transferred to our London City office to specialise in GOS and was rewarded after 18 months for my efforts and contribution to the business by being promoted to Partner.

**What sets GOS apart from the competition?**

I believe Cushman & Wakefield GOS stands out from the crowd as we put our people at the heart of what we do. By the very nature of the people that lead our team, we have managed to keep a family unit feel and are always looking out for each other. Cushman & Wakefield provides everyone with the platform to explore opportunities near and far and ensures that an individual’s specific skills or expertise are supported. Our team can only be the best if we invest in our employees as they are our business.



**What opportunities has Cushman & Wakefield offered you during your career here?** Cushman & Wakefield has offered many opportunities during my career, some of which I have pursued some of which I didn’t. During the last 12 years I have transferred and worked across three different offices and I took a seconded role in Bank of Ireland’s Real Estate team for eight months. The most recent opportunity I have completed, which was also a personal achievement, was hiking in the Himalayas with seven other colleagues for our company’s charity, Teenage Cancer Trust. We climbed to a summit of approx. 3,200m and raised in excess of £32,000.

I am also involved in a number of extra-curricular activities such as Cushman & Wakefield’s inclusion and diversity group ‘Inspire,’ graduate and team recruitment and the company’s People’s Committee Forum (PCF). There are many excellent opportunities at Cushman & Wakefield if you put yourself forward, such as client secondments, Cushman

& Wakefield international office relocations / secondments, sabbaticals, volunteering, charitable events and sports and social events.

**What advice would you give to a candidate who wants to work for us – what do the team look for?**

GOS is a collaborative global team which covers a wide range of real estate services from, Transaction Management, Facilities Management, Programme Management Office, Data Centre Advisory, Strategic Consulting, Occupier Management and Enterprise Solutions. We are therefore looking for candidates who are passionate and have a real desire to work in Real Estate. We are looking for a mix of candidates who are talented, ambitious and offer a varied skill set. If you are diligent, organised, adaptable, motivated and innovative and have an interest in working within an international team you would be a great fit for our business.

## Building Operating Management: Q&A with Stephen Lipka and Mitch Wickland



**Stephen Lipka**

Chief Information Security Officer  
Global Technology Solutions



**Mitch Wickland**

Chief Information Officer  
Global Occupier Services

### Is it fair to call the new generation of Building IoT and BAS technology more IT-centric? Why? What are some examples?

**Stephen:** Yes. Building systems, including security cameras, HVAC systems, energy management systems and security systems which include card keys, building/front desk security, are all IP enabled. More than likely, they have been placed on some network – either a building’s local network or the company’s wide-area network. Some of these systems may be managed over the network, such as energy management. While some can stand alone, the current trend in building management is better energy usage and predictive maintenance, both of which require a wide range of sensors and equipment connected to analytic and management systems. These networked systems don’t run by themselves and since most are connected to the internet for purposes of having outside vendors checking and tuning equipment operation remotely, these networks are susceptible to the same kinds of attacks as other corporate networks. If the company put the building systems on the corporate network, they’re already an IT matter, and the security problems have gotten worse.

**Mitch:** I agree. As Stephen mentioned, the moment these components are connected to a network or exposed to the internet, they become primarily IT infrastructure rather than building infrastructure and therefore need to be handled with the full range of precautions.

Also, IoT has only half its value unless connected to a full software approach: backend database to house and trend the data, integrations to move and aggregate the data, tools to visualise, command, control and commission the IoT. Passive is valuable, but systems allowing you to prevent unnecessary actions are where the big value comes from.

### What are IT’s major responsibilities?

**Stephen:** The more integrated the building systems and IoT devices are with a network, in particular the corporate network, the more important it is for IT to apply all best practices – access control, software update, vulnerability scanning, security patching, change management, device hardening and incident response.

**Mitch:** IT needs to be there to design how it all fits together and identify how it can be sustained and evolved as a value producing solution. Proper system and solution architecture are key. Treating IoT as a package that will almost surely be deployed in more than one locale is a different order of magnitude, in terms of thoughtful planning to successful deployment to happy users a year later. The unique aspect of IoT is how many different parts of IT have to be involved: Infrastructure, network connectivity, data warehousing and integration, software design, testing, deployment, training and ongoing support.





### What are IT concerns with putting building systems and devices on network?

**Stephen:** Some building systems and devices are required to be on a network if energy management or remote management is in place – any network is susceptible to an insider attack. If the building system network is connected to the internet, even through the company’s network, the building system network is open to external attack. If the building network is connected to the company network, the company network is open to attack from those who connect internally to the building system network. For example, if a virus is on an HVAC technician’s laptop that is connected to an IP connected HVAC system, the virus could infect a connected point of sale system.

### What do FM’s need from IT?

**Stephen:** FM needs guidance from IT on architecture, the company’s IT management practices to be applied to building networks and cybersecurity guidance.

**Mitch:** FM needs guidance from IT on how to manage IoT as a program. It’s very important to design solutions with the end in mind because the technologies are evolving quickly and there is too much choice out there. IT needs to help distil the practical and sustainable from the possible.

### What are some key IT concepts that FM’s should be thinking about as they consider new Building IoT or BAS technology?

**Stephen:** Network segmentation keeps the building systems in a logically segmented network with restrictions on traffic from one to the other. Implementation of good cybersecurity practices such as asset management, and all the others I mentioned above. Taxonomy and naming conventions are good practices, but they’re not critical to this issue.

**Mitch:** As I said, FM needs to think about the common denominator. What’s the package of technologies that fit together to best solve FM’s needs and not cause IT or HR or legal to break down and vice versa? From my experience, IoT done well almost always results in a new team or even a new organisational structure within the enterprise to specifically support IoT and continue evolving towards a higher value.

It’s also important to recognise the strategic elements – IoT is not cheap, so knowing what your portfolio strategy is, which buildings to keep or vacate, and monitoring your other capital expense needs in addition to your IoT investment, plays a role in determining your deployment plan. If IoT moves out of purely the FM domain into the living workplace – utilisation sensing, environmental monitoring, etc. – those workplace objectives become heavy factors as well.



## London Hosts Client Event, “Where in the World Post Brexit”

The GOS London team hosted a client event titled ‘Where in the World Post Brexit’ hosted by **Neil McLocklin** and **Tamás Polster**, co-heads of Strategic Consulting. Additional speakers from State Street Bank, Macromomics and Associated British Foods shared their insight and experience on location drivers for business across the globe. Discussion topics included:

- ▶ Lessons learned from Brexit and how we can move forward.
- ▶ The potential impact of Brexit on London and the wider UK occupier market.
- ▶ How the winds of changes are impacting the banking & financial services industry and manufacturers in the context of global location strategy.

Client attendees received copies of the Manufacturing Risk Index 2017, Where in the World Post Brexit Briefing Paper and Business Process Outsourcing and Shared Service Location Index 2016.



Neil McLocklin and Tamás Polster welcoming event attendees.



Tamás Polster discussing business location trends.



The highly-regarded panel of speakers.



## Client Ski Day

Cushman & Wakefield Canada's annual Client Ski Day took place at The Georgian Peaks Club in Thornbury, Ontario in February. We hosted approximately 250 clients and guests who enjoyed skiing and snowshoeing, with a healthy dose of competition and socialising mixed in. Additionally, we had the pleasure of welcoming Olympic Alpine Skier and Georgian Peaks-raised Karen Stemmler, who offered tips and tricks on the hill.



## CWalk at Buchanan House

Recently **Ryan Perryman**, Head of Asset Services in the UK, carried out a CWalk at Buchanan House – a prominent office building in Glasgow. A CWalk is an inspection of a managed site which provides an opportunity for senior leaders to interact with employees on safety related topics in an open and honest manner. The visibility of managers in the workplace, setting safety expectations alongside line management staff, personally meeting with employees and verifying safe work practices is essential in helping to develop a healthy organisational safety culture, and the CWalk is designed to facilitate this. CWalks are seen as an integral part of Cushman and Wakefield's culture and management practice, as well as the overall implementation of safety policies and procedures.

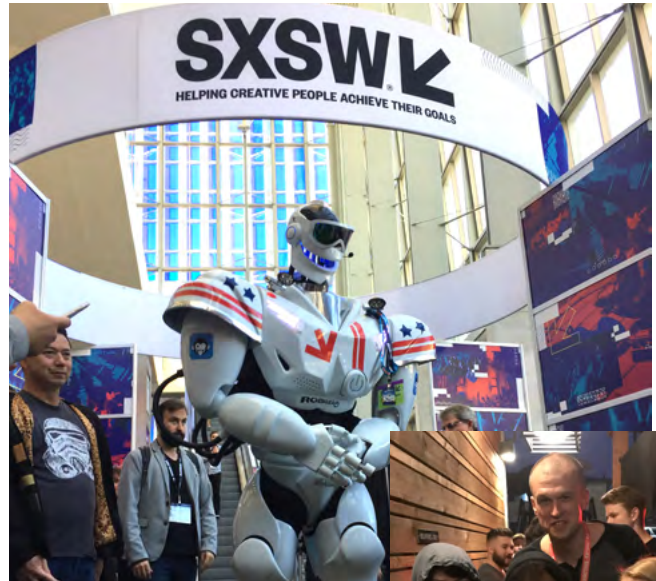


## GOS Marketing Conquers SXSW

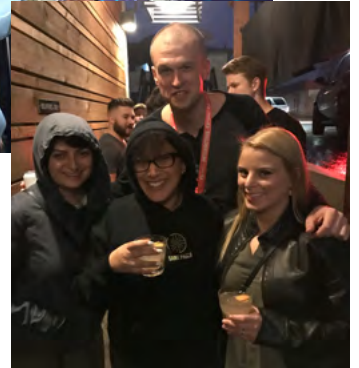
The GOS Marketing team attended the 2017 SXSW Interactive Festival & Conference in Austin, Texas, to learn first-hand about the latest trends and advancements in the digital marketing industry. The conference provided a variety of featured keynote speakers and sessions that highlighted the best, most forward-thinking topics, initiatives and projects, helping the team shape leading-edge marketing collateral and to foster a culture of disruption in today's world.



The team discovered an abundance of knowledge: How the gig economy impacts the future of work, the brutal truth in video marketing, scientific components on the effectiveness of advertising, advanced ways to hack Google Analytics, branding content at an event, cognitive framework for consumer decision making, finding the “sweet spot” between audience interests and brand goals, innovative and effective account marketing and much more.



Quite a few of the topics discussed during the conference make an appearance in GOS thought-leadership publication *The Occupier Edge's* upcoming issue including artificial intelligence and automation at workplace, gig economy, VR/AR technology, workplace design and employee experience, opportunities that blockchain technology offers and gamification.



This was an engaging conference and a wonderful opportunity to gain industry knowledge. We look forward to leveraging conference takeaways to benefit our business.







## CoreNet UK's One Big Day covers all things Resilience

CoreNet Global's UK Chapter event 'One Big Day,' held in March, took 250 delegates on a journey into the future, exploring how resilience can be harnessed to enhance business growth and shared prosperity.

Cushman & Wakefield's sponsored session, "Corporate Resilience: Forget the 3-Year plan, think 100 Year Plan," kicked off the day and certainly set the standard. Chaired by our Head of Portfolio Solutions, **Ed Neild** the session was led by **Rory Sutherland**, Vice Chairman and Executive Creative Director of Advertising at Ogilvy Group. With the average Fortune 500 multi-corporation only lasting 50 years, Rory explored new approaches to thinking, doing, being and producing to ensure companies survival and engage consumers in the long term.

Other topics explored on the day included:

- ▶ How cities have come and gone - what makes a city resilient
- ▶ Resilience in the cognitive era
- ▶ The sharing economy: new trend or here to stay?
- ▶ Personal resilience: tools and techniques to improve individual resilience

Following the event, we hosted a client dinner with more than 40 clients in attendance.



## Cushman & Wakefield Supports U.S. Troops

Last year, **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 were stationed in Afghanistan. This year, the St. Louis office is extending a similar gesture to his older sister, 1LT Caitlyn McFarland (pictured below - bottom row in the middle) who is stationed in Kuwait.



1LT **Caitlyn McFarland** (bottom row, middle) with other U.S. soldiers

Together, the team collected 315 pounds of care package items - almost double what we shipped last year. We would like to acknowledge the positive impact Lauren and the St. Louis team has brought to these soldiers.



**Lauren Damico** with **Chris Shea** and the various care package items.

## St. Louis Colleagues Volunteer During the Christmas Holiday

**Tim Eichholz**, Senior Vice President, is on the board of directors for Giant Steps, a nonprofit organization that provides a school for children and teens with autism disorders. The school serves as an alternative placement for children who have struggled in larger educational settings. Tim organizes bi-annual workdays during school breaks where Cushman & Wakefield associates donate their time to make improvements to the school. Examples of improvements made in the past include painting the gymnasium, renovating a restroom, installing protective wall coverings, wall repairs, waterproofing and playground repairs. These repairs help lower the operating cost of the school and allow funding to be invested in other areas such as educational programs and staff.



A special thank you to the associates who volunteered their time: **Theresa Bayer, Colin Lauer, Mike Weber, Amanda Bievenue, Aaron Chatman, Alex Mosby, Tom Vandiver, Jeff Larson, Liz Troske, Jim Hegger, Lori Vinciguerra, Allison Dees** and **Tim Eichholz**.

## GOSD & Happy Hour

We have had a great start to 2017, going live with the expanded Verizon IFM account (385 people and 80M SF), securing the Altice account (80 people and 8M SF) and winning Pfizer global HQ deal (1.2M SF disposal and 500,000SF acquisition). With this stellar start to the year and the momentum from 2016 we focused the first GOS Day on jointly developing our Strategic Plan for 2017. The day began by hearing from **Todd Schwartz** about his views on 2016 and outlook for our business in 2017. Following this, the team had breakout sessions for IFM / PDS led by **Kevin McCann** and **Amira DeCastro-Paluskiwicz** and TM / PA led by **Greg Schuster** and **Thea Button**.



During the afternoon, the sessions continued with **Ken McCarthy** and David Smith providing an overview of 2017 U.S. Economy: The Impact on Office Markets, followed by Valuation & Advisory presentations from David Koller of our Machinery & Equipment and Ed Williams of our Tax group. The presentations provided access to more value add services for our clients and their account teams.

We also welcomed **Sewell Avant** our new lead for Commercial Procurement, and **Dan Dearey** to discuss our new sourcing philosophy and the great B2B initiatives they are running, to build closer relationships with clients and provide greater value to our clients, account teams and the firm as a whole.

At the close of the day the team came together at 277 Park Avenue for an employee appreciation event ahead of the Super Bowl, which then was followed by the GOS Happy Hour at Foxy John's. It was here we came together to celebrate wins, accomplishments and anniversaries with the whole GOS team and other partners across the firm. This month, awards were given to **Mike Hart** and **Joe Sadak** for the Altice multi-service line win and the Pfizer team which included **Warren Braverman**, **Kate Brennan**, **Joni Monacell**, **Jon Mazzacano** and **Ryan Sprouls** who led a collaborative effort with our Brokerage, Capital Markets, Strategic Consulting and Research teams to win the Pfizer New York HQ sale and relocation assignment.

This was a fantastic way to start off the year and both **Toby Dodd** and **Sean O'Donoghue** are excited for a great 2017!



## Soul Cycle Ride for Charity

Chicago employees joined together for a Soul Cycle Ride for Charity. Philanthropy is important to Cushman & Wakefield and these employees made it a priority to give back. Not only was this a great event for networking and having fun with colleagues, but the team raised money for an important organisation – The American Brain Tumor Association.



# Employee Engagement



# Employee Engagement Matters

Congratulations to this quarter’s most engaged GOS employees. We wanted to acknowledge and thank them for their continued engagement with our internal communications. It’s crucial for our professionals to be informed of all our key initiatives, offerings, tools and other notable news, and by interacting with our GOS internal campaigns, these professionals are leading the charge. Our marketing platform scores employees based on how frequently emails are opened, clicked and forwarded, which is how this list was compiled.

See a list of the top 25 most engaged employees for this quarter.

*Listed alphabetically.*

1	<b>Brett Abrams</b>	Director of Operations
2	<b>Lisa Arguello</b>	Account Associate
3	<b>Craig Berry</b>	Director, Project & Development Services, GOS
4	<b>Chad Cook</b>	Senior Vice President
5	<b>Tyler Courtney</b>	Vice President, Portfolio Solutions
6	<b>Emma Cox</b>	Account Executive - Energy & Sustainability
7	<b>Robert Cox</b>	Director, Financial Management
8	<b>Brian Deutsch</b>	Managing Director
9	<b>Al Edwards</b>	Senior Managing Director
10	<b>Rich Etzkorn</b>	Executive Managing Director
11	<b>Sherye Gordon</b>	Executive Administrator
12	<b>Jeff Green</b>	Managing Director, GOS, and Leader, Automotive Specialty Group
13	<b>Kevin Hughes</b>	President, Portfolio Services
14	<b>Brian McClenahan</b>	Tenant Advisor
15	<b>David Mickool</b>	Managing Director
16	<b>Lauro Nakamura</b>	Engineering and Quality Assurance Manager
17	<b>Mary O'Connor</b>	HR Manager
18	<b>Claire Paulson</b>	Senior Director
19	<b>Sean Prasad</b>	Senior Vice President, Enterprise Solutions
20	<b>Peter Stanford</b>	Senior Managing Director
21	<b>Brandon Tanner</b>	Senior Vice President, Solutions Development
22	<b>Marc Teitelbaum</b>	HR Manager
23	<b>Colette Temmink</b>	Executive Managing Director, IFM
24	<b>Simon Ward</b>	Partner and Head of Client Intelligence, GOS, EMEA
25	<b>Tamar Wartanian</b>	Account Associate



# New Hires



# New Hires

*Listed alphabetically.*

---

**Robert Barriero**, Senior Managing Director

---

**Jacques Bouteiller**, Account Director, Facilities Management, Paris

---

**Joe Daufenbach**, Pricing Director

---

**Eva Escaig**, Associate Director, Global Occupier Services, Germany

---

**Susan Hinojosa**, Americas Client Accounting Compliance Lead

---

**Peter Jones**, Partner, Strategic Consultancy, London

---

**Lloyd Lechtenberg**, Global Account Director

---

**David Smith**, Senior Director, Occupier Research, Americas

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# Promotions

*Listed alphabetically.*

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**Chris Devine**, Managing Director

---

**Alex Diaz**, Executive Vice President, Enterprise Solutions, GOS

---

**Beth Forstneger**, Senior Director

---

**Keith Gendreau**, Director

---

**Nicole Goldsmith**, Managing Director

---

**George Hautch**, GOS Pricing Lead

---

**Ezra Hay**, Verizon Finance Lead

---

**Carol Henderson**, Senior Director

---

**Larry Lazerwitz**, East Regional Director

---

**Michael McDermott**, Director

---

**Sean O'Donoghue**, Executive Account Director for the Tri-State, Mid-Atlantic and New England Region

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**Todd Schwartz**, Americas Chief Operating Officer

---

**Daniel Whitmore**, Director Enterprise Solutions, GOS

---

**Karon Woodcock**, Director

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# GOS Thought- Leadership





# HAVE YOU READ THIS? FIND A ROUND-UP OF THOUGHT-LEADERSHIP AND RESEARCH FROM CUSHMAN & WAKEFIELD'S PROFESSIONALS IN Q1

## Manufacturing Risk Index

 [Download Manufacturing Risk Index pdf here.](#)



## Occupier Strategy Drivers: Global Survey

 [Download Occupier Strategy Drivers: Global Survey pdf here.](#)



## APAC BFSI Outlook

 [Download APAC Banking Report pdf here.](#)







# What's in our DNA

**GOS PROFESSIONALS CAPTURED MOMENTS OF THEIR DAY TO SHOWCASE HOW EXCITING AND UNIQUE EVERY GLOBAL COLLEAGUES' LIFE IS. THIS PHOTO COMPETITION SHINED A LIGHT (AND A CAMERA LENS) ON WHO WE ARE AS A BUSINESS AND HELPED CREATE OUR VERY OWN GOS DNA.**

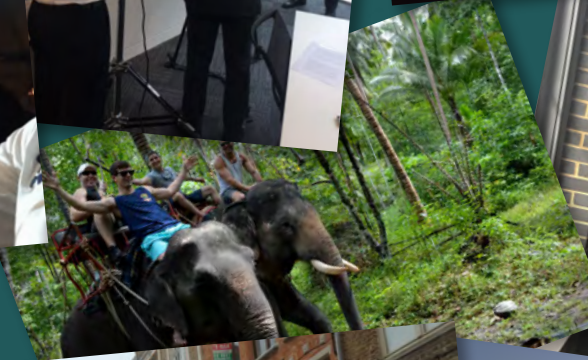
Americas Winner



EMEA Winner



APAC Winner













# GOS Marketing Team

# GOS Marketing



**Katy Pietrini**  
Head of Marketing, GOS



**Kenya Milton**  
EA/Marketing  
Coordinator

## REGIONAL RESOURCES

---



**Kristyn Spetsios**  
Marketing Manager  
Americas



**Rian Johnson**  
Marketing Manager  
Americas



**Elliot Barnes**  
EMEA Lead



**Lidija Castro**  
APAC Lead



**Valentina Nastoska**  
Australia & New Zealand  
Lead

## GLOBAL RESOURCES

---



**Ali Stricklin**  
Global Events &  
Sponsorships Lead



**Kevin Luchansky**  
Digital Analyst



**Gina Chinino**  
Global Communications  
Manager



**Senem Goctu**  
Design Lead



## Thank You

The Occupier News allows us to share valuable information with the global GOS business and to demonstrate our appreciation for the hard work GOS professionals contribute to Cushman & Wakefield's success. The goal of this quarterly newsletter is to keep you updated on important company news and to foster a greater sense of teamwork and engagement throughout GOS.

In each edition, we want to ensure that we are recognising superior performance and achievements - please be sure to share notable information for inclusion in future editions. Additionally, we would like to thank the many colleagues who contributed to making this edition a success, especially the global GOS Marketing team.

As always, we welcome ideas for future editions of The Occupier News. Please share your recommendations with Gina at: [gina.chinino@cushwake.com](mailto:gina.chinino@cushwake.com).

Have a wonderful quarter.

Best,  
Katy and Gina



**Katy Pietrini**  
VP, Marketing  
Global Occupier Services



**Gina Chinino**  
Global Communications Manager  
Global Occupier Services

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### **About Cushman & Wakefield**

Cushman & Wakefield is a leading global real estate services firm that helps clients transform the way people work, shop, and live. The firm's 43,000 employees in more than 60 countries provide deep local and global insights that create significant value for occupiers and investors around the world. Cushman & Wakefield is among the largest commercial real estate services firms with revenue of \$5 billion across core services of agency leasing, asset services, capital markets, facility services (C&W Services), global occupier services, investment & asset management (DTZ Investors), project & development services, tenant representation, and valuation & advisory. To learn more, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com) or follow @CushWake on Twitter.

[www.cushmanwakefield.com](http://www.cushmanwakefield.com)