

JOHN A. GREGORY

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BUSINESS DEVELOPMENT EXECUTIVE **Identify Trends ❖ Empower Teams ❖ Inspire Solutions**

Strategy-driven **President of Business Development** with 25 years' experience delivering innovative business solutions that meet company objectives and generate profitable returns. Demonstrated strengths and accomplishments in sales and marketing, operations management, cost reduction initiatives, and staff development. Recognized for skill in turning around struggling divisions, launching successful start-ups, and growing high-performing units.

PROFESSIONAL EXPERIENCE

ABC PROPERTIES, Owings Mills, MD

2000–Present

(#1 ranked REIT in the U.S. with national and international holding)

President of Business Development

Provide strategic direction and sales leadership for development, management, and leasing of shopping center properties in Business Development unit. Full accountability for \$5M expense budget and 180 properties generating total revenue of \$320M. Oversee and supervise career growth of 12 Business Development Group Vice Presidents and one National Director.

- Optimized operational efficiencies and new business opportunities for incremental revenue growth.
 - Networked and interacted with wide-range of personal and business contacts to produce business leads. **Result: Generated \$6M in personal productivity in 2008.**
 - **Led only group that achieved year-over-year revenue growth in 2009.**
 - Developed and strengthened partnerships with internal and external business units. **Result: Increased Alternative Revenue Growth 15% from 2007 to 2008.**
 - Restructured staff positions to meet company goals and improve productivity.
- Selected by CEO to oversee and mentor Director of National Retail Accounts and improve division's profitability. **Result: Restructured existing contracts increasing revenue 8% while preserving \$11M in at-risk revenue (2009).**
- Initiated process to capture and analyze sales and rent data, improving revenue forecasting and overall P&L. **Result: Department growth exceeded 11.5% annually from 2001-2008; in 2009, department grew 1.6% while industry averaged flat or negative growth (0 to -4%).**
- Introduced and launched staff retention program; collected, evaluated, and implemented employee suggestions. **Result: Maximized employee efficiency and effectiveness and grew staff retention rate by 17% in first year of program (2008).**
- Cultivated and implemented business initiatives in compliance with city and state government requirements and regulations.
 - Created and led initiative to develop urban, street vending program in Miami, FL. Met with Mayor, General Counsel, Urban Development Commission, and Business Improvement representatives to create design criteria, redraft city ordinances, and compose legal contracts. **Result: Sought and received City Council approval; program launched June 2009.**

XYZ COMPANY, Columbia, MD

1992–2000*(A leading REIT with a diversified portfolio of office, industrial/flex, retail properties, and land for development)***Vice President of Strategic Partnerships**

Promoted to create and lead start-up division for alternative revenue sources and supervise six Sales Managers.

- Generated new sources of income from existing properties; remarketed and sold non-utilized areas for advertising purposes. **Result: Generated \$5M incremental revenue within 10 months.**
- Improved shopping centers competitive positions by creating a premier brand to increase customer loyalty and repeat clientele. Convinced sponsors to fund program's start up costs including advertising, promotions, and design. **Result: Average shopping time for female customers increased 37%.**
- Collaborated with internal business units on companywide initiatives to reduce expenses and improve training and development programs.
 - Increased staff performance by 12% and retention rates by 25%.

Professional Development Highlights**EDUCATION**

B.S. in Business Administration, George Washington University, Washington, DC

Leasing II Certification—International Council of Shopping Centers (ICSC)

AWARDS

- Recipient of **2007 ABC Excellence in Performance Award** for “*outstanding achievement, multi-departmental contributions, and advancing company’s vision.*”
- One of 18 employees (out of 2,500 nationwide) selected to participate in **Advanced Leadership Program.**

KEY SPEAKING ENGAGEMENTS—ICSC NATIONAL CONFERENCES

- Host, round-table for Senior Management on *Understanding Lease Restrictions and National building Codes*, 2009
- Presenter, *Generating Alternative Revenue to grow Net Operating Income*, 2008
- Presenter, *Using Market Research & Sales Data to Sell Short-Term Leasing Opportunities*, 2008
- Host, workshop on *The Basics of Creating a Short-Term Leasing Program*, 2007

PUBLISHED ARTICLE

- **Journal of Property Management**, Sept. 2007, “*Mall Owners Can Increase Revenue*”

AFFILIATIONS

- Member, International Council of Shopping Centers (ICSC)
- Volunteer for the following organizations: Habitat for Humanity, Humane Society of Baltimore County, Food for Homeless Campaign, and Baltimore County Voter Registration Drive.