



- Choose Another City
- Home
- News
- Industries
- Events
- Companies
- Resources
- Marketplace
- Careers
- Contact Us
- My Account

Now more convenient than ever!
Text AIUGA to 94576
Atlanta.aiuniv.edu

AIU Weekend MBA Now more convenient than ever!

Degree Specializations offer in-depth focus in:

- Accounting
- Finance
- Healthcare Management
- International Business Management
- Marketing
- Project Management

- Share
- Tweet
- Like Confirm
- Email
- Print
- Reprints
- Comments

★ Fanoe: Best practices overcome soft RE market

CoreNet Global - Atlanta Chapter
 Premium content from Atlanta Business Chronicle - by Martin Sinderman, Contributing Writer
 Date: Friday, August 5, 2011, 9:40am EDT

Related: [Commercial Real Estate](#)

The current chairman of the [CoreNet Global](#) board of directors enjoys the wide range of people and situations that are part of being an executive in today's corporate real estate business.

Matt Fanoe's day job is vice president of real estate for Coca-Cola Refreshments USA Inc., the wholly owned subsidiary of [The Coca-Cola Co.](#) that manufactures, sells and distributes the company's products in the U.S. and Canada. His mission is to manage more than 600 properties, containing more than 40 million square feet of industrial and office space.

A 1977 graduate of the [University of Southern California](#) with an MBA in finance and marketing, Fanoe joined the Coca-Cola system in 1980 after two years working in marketing and planning for Union Oil Co. In 1989 he was, in his own words, "fortunate enough to be given the opportunity to form a small, centralized real estate group."

Fanoe, 58, enjoys the people part of being a corporate real estate executive.

"One of the great things about corporate real estate is that you get a chance to meet and interact with a variety of people," he said. He also likes the diversity real estate offers, saying, "To use a cliché, no two real estate deals are quite the same, so you get a chance to learn new things all the time."

Being a corporate real estate executive isn't



Enlarge Image

Most popular



- Apple has more cash than U.S. treasury
- Delta SkyMiles credit card users get new benefits
- 100 Most Influential Atlantans 2011
- Delta-Marazul to offer Atlanta-to-Cuba flight
- Slideshow: Emory Point underway
- Three Ga. banks on FDIC enforcement list
- Coca-Cola proposes \$2B offering

[See more popular stories »](#)

People in the News



[See More People in the News](#)
[Search All People in the News](#)

Commercial Real Estate Search

For Sale	Type	All Property Types
For Lease	State	Alabama
Sale & Lease	City	

Powered by LoopNet

View Local Events

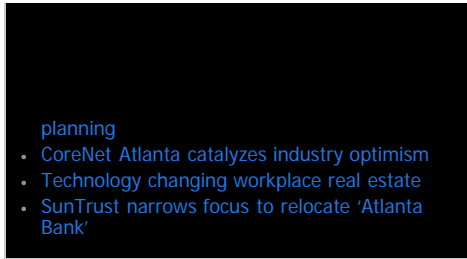
Sponsored by [American Express OPEN](#)

Find opportunities in Atlanta to network, learn about your industry or introduce yourself to the community.

[View Calendar](#)

Related News

- Adventure can be a way of life, Jeff Salz says
- Balance, creativity vital to CRE strategic



all fun, of course. There are at least a couple of major issues they deal with these days. "One of the big challenges is to ensure you take a strategic, rather than a tactical approach to real estate," Fanoe said. "It is critical that the real estate function have a seat at the strategic planning table, to ensure a proactive approach."

Disposing of surplus real estate in a market marked by oversupply is also a major concern for many corporate real estate executives, according to Fanoe.

"It doesn't matter if you are trying to sell or sublease real estate — given the soft market conditions out there today, it's a real challenge," he said.

Overcoming this is "all about applying the best practices you have learned over the years, regardless of market conditions," Fanoe said.

These include "ensuring you have the best possible valuation information, looking at adaptive reuses for the asset in question, and developing a solid marketing plan with your service providers," he said.

Fanoe says qualities of a successful corporate real estate executive include a solid educational background, with an emphasis in finance or real estate; a strong work ethic; and well-developed leadership and communication skills.

"There is no question real estate requires a strong financial background — real estate deals can be financially complex, especially given the state of today's financial markets," Fanoe said.

"We work really hard to ensure we get the best market-driven deals we can, but I feel you can accomplish that with fair and open dialogue with other people. If you act with integrity, and are open and honest with people, I have found you usually reach a successful outcome."

Fanoe stands out in the world of corporate real estate, according to **Frank Robinson**, vice president of real estate services for [McKesson Corp.](#)

"Matt isn't the kind to follow the pack and do something just because others say it's the thing to do. He will evaluate it and see if it makes sense to do it," Robinson said.

"Matt is a true professional, passionate about his job and the value he brings," said [Ernst & Young LLP](#) Global Real Estate Leader Trex Morris.

Matt Fanoe

Age: 58
 Born in: Salinas, Calif.
 Lives in: Marietta
 Education: Bachelor's degree in economics, UCLA, 1975; MBA in finance and marketing, University of California at Berkeley, 1977
 Current job: Vice president of real estate, Coca-Cola Refreshments USA Inc.
 Prior jobs: Has been with the Coca-Cola system for 31 years, with more than 20 years of experience in real estate and workplace solutions; prior to Coca-Cola, spent two years in marketing and planning for Union Oil Co.
 CoreNet connection: Current chairman of the CoreNet Global board of directors, and a past president of the Atlanta chapter of CoreNet Global
 Family: Wife of 34 years, Doris; sons Kevin, 31, Gregory, 29, and Andrew, 25; two grandchildren, Sofia, 4, and



Global Corporate Careers



Global Corporate Careers is a company with a dual mission. We help U.S.-based employers find individuals with global experience and expertise. And we help individuals find international opportunities within prestigious U.S.-based organizations.

[Click Here to Learn More](#)

Search Atlanta Jobs

Go

[View All Atlanta Jobs](#)

Powered by [AtlantaHelpWanted.com](#), an [onTargetJobs](#) Company

Joseph, 2

Hobbies: Jogging and playing the guitar

1 2 3 | View All

Recommend Confirm

You recommend this. - Admin Page - Insights - Error
You recommend thisBe the first of your friends to

Tweet 0 +1 0

Share



FM Global Commercial Insurance

The Leading Commercial Property Insurance Company For Risk Managem...

www.FMGlobal.com



Don't struggle with business analytics

See how it works with Foresight Intelligence. Free 30 Day Trial!

www.foresightintelligence.com

Ads By Marchex

Comments

If you are commenting using a Facebook account, your profile information may be displayed with your comment depending on your privacy settings. By leaving the 'Post to Facebook' box selected, your comment will be published to your Facebook profile in addition to the space below.



Post to Facebook

Comment using...

Facebook social plugin

Inside Atlanta Business Chronicle



ONLINE

- News
- Industries
- Events
- People In The News
- Research
- Purchase
- Careers

SERVICES

- Book Of Lists
- Local Business Directory
- Jobs
- Commercial Property
- Search
- Subscribe To Paper

SUBSCRIPTIONS

- Subscribe To Paper
- Trial Subscription
- Renew Subscription
- Single Copies
- Digital Edition
- Premium Content
- Subscriber FAQs

TOOLS

- Newsletters
- Syndication/RSS
- Twitter
- Mobile
- Submit People In The News
- Mobile App

ABOUT

- Advertise
- Contact Us
- About The Paper
- About The Business Journals

AFFILIATES

- Portfolio
- Sports Business Journal
- SportsBusiness Daily
- Sporting News
- Mass High Tech
- TechFlash
- Sustainable Business Oregon

[Contact Us](#)

[Help](#)

[Hemmings Motor News](#)

[Help](#)

[Book Of Lists](#)

[Change Mailing Address](#)

© 2011 [American City Business Journals, Inc.](#), and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.

Use of and/or registration on any portion of this site constitutes acceptance of our [User Agreement and Privacy Policy](#). [About our ads](#).