

CORENET GLOBAL'S

THE LEADER

CORPORATE
REAL ESTATE
& WORKPLACE

VOLUME 11, ISSUE 3

MAY / JUNE I 2

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*Fostering Employee
Productivity & Retention*

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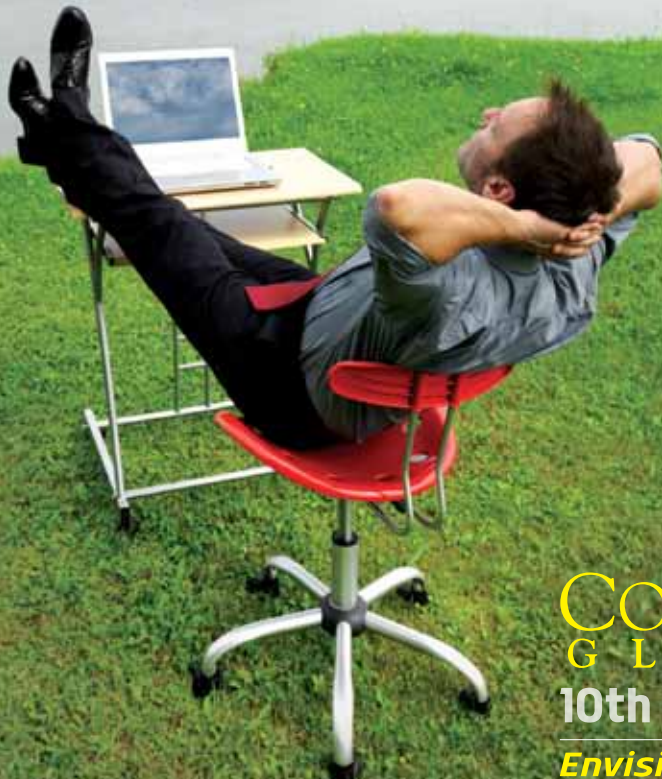
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10th Anniversary

Envision the Future





Joey Vlasto,
Newmark Knight Frank

Joey Vlasto: Global Navigator

Joey Vlasto speaks three languages fluently, has lived on multiple continents, and his projects span the globe. As Director, Global Liaison at Newmark Knight Frank in New York, Vlasto has devoted much of his life to pursuing an international career. That path just happens to have taken him into corporate real estate (CRE).

"With a degree in modern languages, specializing in French and Spanish, a career in CRE was more by accident than design," said Vlasto, a U.K. native, who was introduced to CRE in 2004 when he interned with Atisreal, a France-based property firm.

So, What Is It that You Do?

In addition to being the liaison between Newmark Knight Frank and its London-based partner Knight Frank, Vlasto's role is part transaction management and part business development. During his time with Newmark Knight Frank, he has worked with Avon Products, Avaya, Interpublic Group and Nixon Peabody.

In a job that requires navigating transactions around the world, he has excelled at ensuring all parties are working together smoothly and seamlessly. This has required finesse, oversight of numerous moving parts and maintaining his language skills.

"To solve problems with clients overseas and guide them through the process to ensure they get the desired result, you have to make sure that everyone is on the same page at all times," said Vlasto.

Making that happen across language barriers, time zones and cultural and legal variances is what makes his job interesting. With projects that span the world, from New York to Shanghai to Slovakia, anticipating problems, being frank and ensuring all involved understand one another is imperative.

Enjoying the Challenges and Successes

"I really enjoy the challenge of managing transactions for clients," said Vlasto. "Managing a local business unit's expectation is vital, since this may not always align with what the head office mandates."

For example, a project based in a small town in France required his tactful manner and fluent French to communicate with the local town hall, to source information on local brokers and to form relationships with the people on the ground. Similarly, in a recent transaction involving an account manager in the U.S. and a landlord in Medellin, Colombia, Vlasto's proficiency in Spanish helped ensure all parties understood each other.

What Next?

With the continual globalization of business, having that global business management background will add value as he continues to build his career.

When asked what straightforward but powerful advice he would give to those who are just starting out their careers, Vlasto said, "Don't be afraid to take an opportunity, get out of your comfort zone, push yourself."

He added that asking questions and making sure you understand what is being asked of you is important to execute successfully and meet client expectations.

An example of risk taking and getting out of one's comfort zone was Vlasto's decision to move to New York from London. The move was a risk but one that paid off. Apart from his professional success, he also met his wife in the Big Apple.

Shape of the industry

Vlasto foresees increased consolidation within the real estate industry, whether

among traditional brokerage firms, furniture vendors or architecture firms.

"Every industry is becoming more global, and a firm like ours continues to evolve to meet the rapidly changing needs of clients around the world," he said. "One cannot afford to remain stagnant."

He also sees a strong need for specialization and knowledge on local, regional and national levels.

"The heart of real estate is still very much the local business, and one must not lose sight of that," he said. "A balance and seamless integrated global corporate services in every location is ideal."

Why CoreNet Global?

Vlasto, who serves as the Chapter Liaison Chair of CoreNet Global's Young Leaders Committee, has been a member since 2006. He has gained considerable educational and networking perspective through his association with CoreNet Global.

As part of the Global Young Leaders Committee, Vlasto has worked hard to involve Young Leaders from around the world via monthly global chapter liaison calls. One recent success was the collaboration between the CoreNet Global U.K. Young Leaders Committee and University College, London, resulting in the Young Leaders' first joint, virtual learning program in October 2011. With the CoreNet Global membership becoming more international, Vlasto sees the Global Young Leaders Committee as a resource for those in the early stages of their career.

"CoreNet Global is committed to supporting and fostering the growth of the leaders of tomorrow," he said. "The opportunities to continue to learn, collaborate and build relationships within our industry will undoubtedly prove invaluable to anyone pursuing a career in CRE."