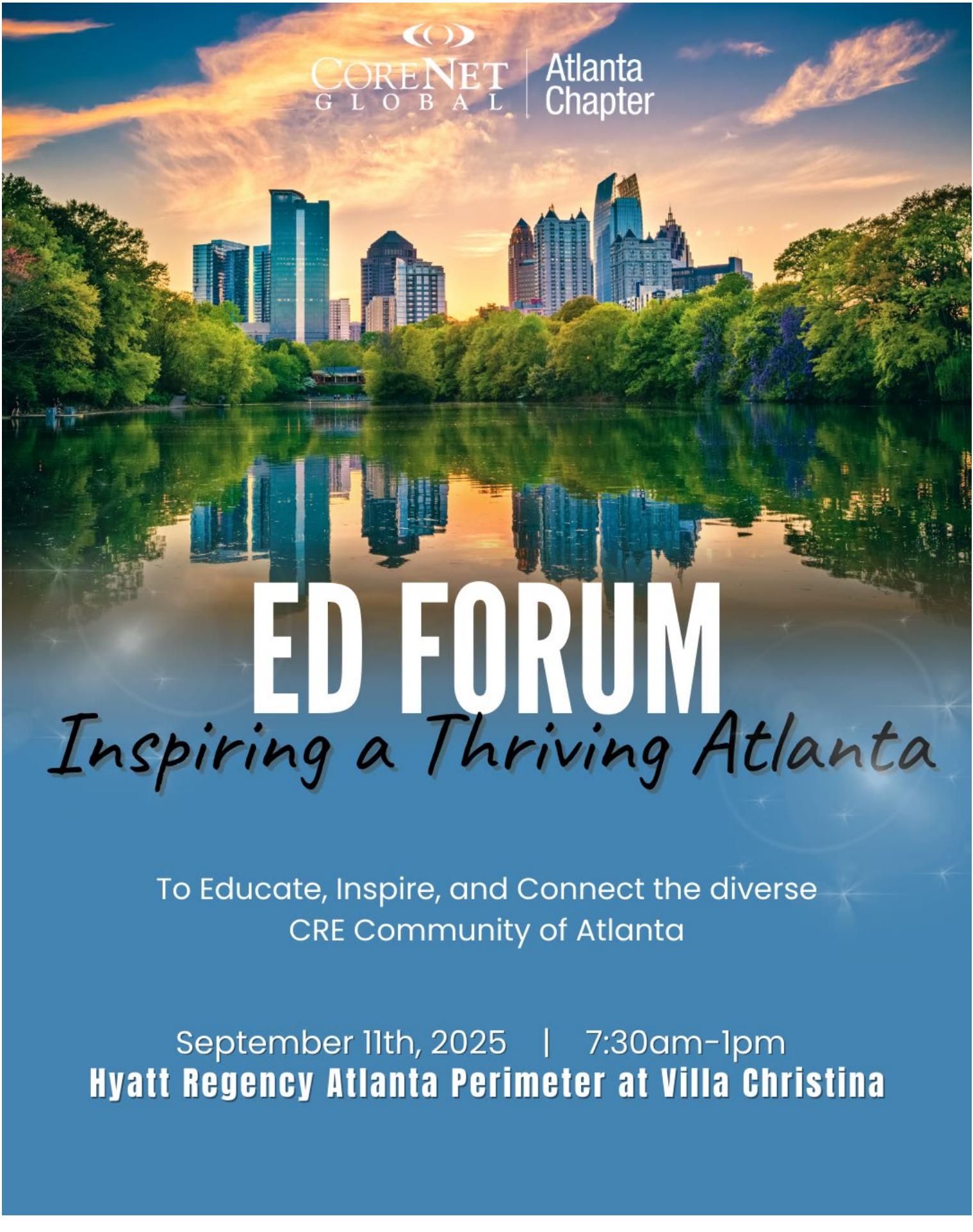




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Chapter

ED FORUM

Inspiring a Thriving Atlanta

To Educate, Inspire, and Connect the diverse
CRE Community of Atlanta

September 11th, 2025 | 7:30am-1pm
Hyatt Regency Atlanta Perimeter at Villa Christina

AGENDA

7:30-8:00	Ballroom	Welcome and Networking
8:00-9:00	Ballroom	Opening Remarks and Plated Breakfast
8:10-9:00	Ballroom	The Future of Commercial Real Estate: A Conversation with the Next Generation
9:00-9:15	Ballroom	Video Spotlight and Networking
9:15-10:00	BVGV, Mag A, Mag B	Breakout Session Round One
10:00-10:15	Hydration Space	Video Spotlight and Networking
10:15-11:00	BVGV, Mag A, Mag B	Breakout Session Round Two
11:00-11:15	Hydration Space	Video Spotlight and Networking
11:15-12:00	BVGV, Mag A, Mag B	Breakout Session Round Three
12:00-12:15	Hydration Space	Video Spotlight and Networking
12:15-1:00	Ballroom	Closing Panel and Plated Lunch
1:15-1:30	Ballroom	Closing Remarks

SESSIONS AND SPEAKER BIOS

The Future of Commercial Real Estate: A Conversation with the Next Generation



Speaker: Jay Bailey, RICE Entrepreneurs

Panelists: Jarvis Broughton, Matthew Paschall, Erica Paige Kenan

James M. Bailey "Jay"

President and CEO, Russell Innovation Center for Entrepreneurs

James M. Bailey (Jay) is a dynamic force committed to his unwavering motto, "Build as We Climb." With a transformative vision, he embodies the essence of a change agent, thought leader, entrepreneur, and emerging philanthropist, directing his life's mission towards uplifting others.

As the President and CEO of the H.J. Russell Innovation Center for Entrepreneurs (RICE), he leads the world's largest entrepreneurial hub dedicated to growing, scaling, and developing Black businesses. In just five years, under Jay's visionary leadership, RICE supports over 600 entrepreneurs full time, sustaining 4,125 jobs in the community, and sparking a staggering \$557 million of new economic impact in the Metro Atlanta area. Jay and his team have transformed RICE into economic empowerment and innovation powerhouse.

An Atlanta native, three-time TED Talker, and die-hard Georgia Bulldog, Jay has a proven track record of success. His leadership and commitment to the community have been recognized by three U.S. Presidents. In 2012, he was one of eight Americans honored at the White House as a "Champion of Change: Following in the Footsteps of Dr. Martin Luther King, Jr.". In 2016, President Barack Obama bestowed upon him the Presidential Lifetime Achievement Award in recognition of his dedicated volunteer service.

Jay has been recognized with the prestigious National Point of Light Award, named one of Atlanta's "Most Admired CEOs" by the Atlanta Business Chronicle, ranked on Atlanta Magazine's "POWER 100" list of the most dynamic leaders in the city, and honored by Georgia Trend Magazine as one of the "100 Most Influential" leaders in the State.

He is a devoted member of the Atlanta Rotary Club, dedicated to the motto "Service Above Self." His remarkable board service includes roles on the Georgia Chamber and Metro Atlanta Chamber Board of Directors. Additionally, he serves as a Board Director for both the Fulton County Sheriff's Office and Invest Atlanta Foundation, as well as the founding Chairman of Citizens Trust Bank's Next Generation Advisory Board. Focused on education, he serves on the University of Georgia Board of Visitors, as an Agnes Scott College Trustee, a Board Director for the Atlanta Speech School, and Board member for Girl Scouts of Greater Atlanta. Jay is a nationally recognized landowner and serves as a trustee for the Georgia Forestry Foundation and will be launching the Black Land Institute in the Fall of 2025.

Jay, an esteemed graduate of Leadership Georgia, Leadership Atlanta, and the Regional Leadership Institute, has earned numerous accolades. Among them are the Whitney M. Young National Community Service

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Medallion, the Dr. Martin Luther King Jr. Drum Major for Service Award, the Maynard Jackson Community Impact Award, a 2023 Atlanta Business League Man of Influence, the Startup Atlanta Lifetime Achievement Award, and the Bernie Marcus Downtown Economic Impact Award. Additionally, he takes great pride in being a dedicated member of Alpha Phi Alpha Fraternity, Inc. and the 100 Black Men of Atlanta. Currently residing in East Atlanta, Jay shares his life's journey with his wife, Dateline NBC correspondent Blayne Alexander, and their cherished daughters, Sage and Skylar.



Panelist 1: Jarvis Broughton

Jarvis Broughton is the Founder and Managing Broker of Interrüt, a full-service commercial real estate firm based in Atlanta, Georgia. With over a decade of industry experience, Jarvis began his journey in real estate finance and development while working with ACH Mortgage and Minority Development Company in Valdosta, GA. These early insights into capital and construction laid the foundation for his pursuit of a Bachelor of Science in Business Management from Hampton University. His formal commercial real estate career launched in 2016 with KW Commercial, where he quickly distinguished himself as Keller Williams Midtown's "Rookie of the Year" and consistently ranked among the

top 10 producers within the KW Commercial division.

As a licensed real estate broker in Georgia, Jarvis has participated in over \$100 million in commercial transactions, spanning investment sales, tenant and landlord representation, and pre-development consulting. He is an alumnus of the Atlanta Commercial Board of Realtors Diversity Mentorship Program, where he was mentored by Transwestern Principal Bradley Fulkerson. In 2024, Jarvis was inducted into the prestigious Million Dollar Club for achieving over \$11 million in sales within the Industrial Landlord Representation category, with a focus in the disposition in industrial assets. That same year, he graduated from the real estate development cohort called the Grow SEED Academy by JPMorgan Chase and continued his industry leadership as a member of the Urban Land Institute and the Empire Board of Realist. In June 2025, Jarvis expanded his expertise in cutting-edge building technology by earning his 3D Construction Printing Certification from Apis Cor University, a milestone that complements his passion for innovation in real estate development. Jarvis's leadership extends beyond closing deals—he is deeply committed to service, education, and community building. As Chair of the Real Estate & Construction Industry Tribe at the Russell Innovation Center for Entrepreneurs, he leads monthly gatherings to foster collaboration, problem-solving, and resource sharing among Black real estate professionals. Outside of real estate, Jarvis plays an active role in Atlanta's entrepreneurial and creative economy. He is a longtime collaborator with Atlanta Indie Market, having helped serve and scale 3,000+ small businesses over the past decade through dynamic activations across the city of Atlanta.

Whether supporting small businesses in selling industrial space or helping developers reposition assets for long-term success, Jarvis leads with precision, integrity, and purpose. His "why" is rooted in helping people reach their goals and creating equitable access to real estate opportunity through Interrüt's mission.



Panelist 2: Matthew Paschall

Executive Director, EQ Housing Advisors

A seasoned ecosystem builder, Matt Paschall is a dedicated social impact practitioner and growth strategist committed to fostering the growth of minority-owned businesses. Specializing in creating interconnected networks, Matt has a proven track record of driving transformative change through strategic planning, business development, and partnership cultivation. He is passionate about leveraging entrepreneurial solutions for sustainable community impact and excels in building ecosystems that empower minority entrepreneurs to scale their operations and thrive. Matt has worked in

industries inclusive of Impact Investing, Real Estate, Venture Capital, and Economic Development.



Panelist 3: Erica Paige Kenan REALTOR®, THE HEYL GROUP at Keller Williams

Erica Paige Kenan is a dedicated real estate professional with a strong presence in both residential and commercial markets. As a licensed Realtor® in multiple states, Erica has built a reputation for delivering results with integrity, excellence, and a client-first mindset. From first-time investors to seasoned developers, she helps clients build smart, strategic portfolios that create long-term value.

Since launching her real estate career in 2018, Erica has closed over \$48 million in sales and is proud to represent both individual clients and institutional partners with the same level of care. She brings a unique perspective as a working mom, a woman of faith, and a proud Black entrepreneur—proving every day that success in this

industry comes not just from numbers, but from relationships, vision, and purpose.

In addition to her work in the field, Erica is passionate about mentoring the next generation of agents and creating spaces where diverse voices are seen and heard—especially in real estate, where representation truly matters.

Whether leading a deal, speaking on stage, or building community one connection at a time, Erica leads with heart, strategy, and a commitment to legacy.

Overview: As the commercial real estate (CRE) industry undergoes rapid transformation driven by technology, shifting workforce dynamics, sustainability imperatives, and evolving tenant expectations, the voices of emerging leaders are more critical than ever. This dynamic panel brings together rising professionals from the RICE ecosystem to share their insights, aspirations, and predictions for the future of the industry. Attendees will gain a fresh perspective on how the next generation is reimagining real estate strategies, workplace design, investment priorities, and the role of corporate real estate in shaping resilient, inclusive, and innovative environments.

Learning Objectives: By the end of this session, participants will be able to:

1. Identify key trends and disruptors shaping the future of commercial real estate from the perspective of emerging leaders.
2. Understand how generational values and priorities influence workplace strategy, sustainability goals, and technology adoption.
3. Explore innovative approaches to talent development, leadership, and diversity within the CRE profession.
4. Gain insights into how younger professionals envision the evolving role of corporate real estate in supporting business transformation.
5. Engage in meaningful dialogue with next-generation leaders to foster cross-generational collaboration and knowledge exchange.

The Intersection of Real Estate & Employee Experience



Speaker(s): Alexandra Salezneva, The Coca-Cola Company; Anita Grabowska, Gensler Research Institute; moderated by John Cantrell, Gensler

Alexandra Salezneva

As Senior Director at The Coca-Cola Company, Alexandra Salezneva leads the North America Workplace Business Strategy. With nearly 20 years of experience, she has built a proven record of driving growth, streamlining workplace strategies, and expanding organizational impact on a global scale. In addition to her core role, Alexandra contributes to Coca-Cola's FIFA World Cup 2026 team, overseeing system engagement initiatives.

Her career is distinguished by a focus on fostering collaboration across complex organizations, reengineering real estate processes for greater efficiency, and cultivating trusted stakeholder relationships.

Alexandra holds three degrees including an Executive MBA from ESADE and a Master's in Geopolitics from Lomonosov Moscow State University. Her expertise spans business development, customer engagement, and strategic sales execution.



Anita Grabowska

Anita Grabowska is a Senior Research Strategist at Gensler's Research Institute, specializing in global workplace and consumer experience studies. Drawing on her background in psychology and statistics, she blends quantitative and qualitative methods to inform design strategies that enhance workplace performance, well-being, and experience. Since 2021, she has contributed to Gensler's signature Workplace Survey series and other key research initiatives across the firm.



John Cantrell

John Cantrell is a Strategy Director and Senior Associate at Gensler's Atlanta office, where he leads clients through physical and cultural transformation for brands, cities, institutions, and workplaces around the globe. His collaboration with clients such as The Coca-Cola Company blends data and design through storytelling—and insights have appeared in publications such as Fast Company, Interior Design, and Dezeen, and he serves on multiple advisory boards supporting design education and public art.

Overview: In today's hybrid and experience-driven workplace, the boundaries between corporate real estate and employee experience are rapidly dissolving. Real estate decisions are no longer just about square footage and cost—they are strategic levers for attracting talent, fostering culture, and enabling productivity. This session explores how leading organizations are aligning their real estate strategies with employee expectations to create environments that support well-being, engagement, and performance. Through real-world examples and forward-looking insights, attendees will discover how the physical workplace can be a powerful tool for enhancing the employee journey.

Learning Objectives: By the end of this session, participants will be able to:

1. Understand the evolving relationship between workplace design, location strategy, and employee experience.
2. Identify key drivers of employee satisfaction and engagement that can be influenced by real estate decisions.
3. Explore how data and employee feedback are being used to inform space planning and workplace strategy.
4. Evaluate best practices for integrating HR, IT, and CRE functions to deliver seamless and supportive employee experience.
5. Apply insights to develop real estate strategies that align with organizational culture, values, and workforce needs.

Interactive Workshop: How are you integrating AI in your workflow?



Speaker: Lucas Roberts, SoDo

Lucas Robert

Lucas has a passion for design that is focused on creating a collaborative process with his clients and team members that fosters transformational results. He enjoys questioning the norm to improve work processes with a focus on efficiency, client results, and quality.

Lucas is the main point of contact providing oversight throughout all project phases. Lucas uses his expertise in project and process organization to present a clear overall direction for your project, and ensure that the appropriate resources are dedicated as needed. He approaches his projects by providing the tools necessary to deliver a

quality product from the visioning session through project completion.

Overview: In today's hybrid and experience-driven workplace, the boundaries between corporate real estate and employee experience are rapidly dissolving. Real estate decisions are no longer just about square footage and cost—they are strategic levers for attracting talent, fostering culture, and enabling productivity. This session explores how leading organizations are aligning their real estate strategies with employee expectations to create environments that support well-being, engagement, and performance. Through real-world examples and forward-looking insights, attendees will discover how the physical workplace can be a powerful tool for enhancing the employee journey.

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Designing for Inclusivity



Speaker(s): Erin Schultz, Turner Townsend; Kerry Anne Eales, Smith & Howard

Erin Schultz

As the leader of Turner & Townsend's Real Estate business in the Southeast Region, formerly legacy CBRE PJM Advisory, Erin is at the helm of a dynamic team of professionals dedicated to delivering exceptional commercial real estate projects from concept to closeout. Their expertise spans a diverse range of sectors, including corporate office, warehouse/distribution, manufacturing, life sciences, hospitality, multifamily, retail, and healthcare.

Her career began as an interior designer at a Florida-based architecture firm, where she honed her skills in ground-up construction across industrial, senior living, government, education, and medical sectors. This foundational experience paved the way for her transition to an owner's representative role in commercial real estate at CBRE. Here, she had the privilege of representing major companies globally and embarking on a leadership journey with some of the industry's most talented project managers.

In her current role, Erin is committed to fostering growth both personally and within the teams she leads across the Southeast region. The merger with Turner & Townsend has provided an unparalleled opportunity to leverage the world's largest project management platform, propelling its business to new heights. Her journey is a testament to dedication and excellence and her passion for transforming the commercial real estate landscape.

Kerry Anne Eales



As the Chief Human Resources Officer at Smith + Howard, Kerry leads and manages all HR functions for a leading accounting and advisory firm with over 200 employees. She has over 24 years of experience in HR, spanning various industries and continents. She holds the SHRM-SCP credential, which demonstrates her expertise in strategic and operational HR Leadership.

Her passion for people drives me to add value, provide excellent customer service, and impact business results for the leadership and the staff of the organizations she serves. Kerry has personally sourced, recruited, and on-boarded top talent that progressed from entry level positions to senior management, and she has developed HR initiatives and events aimed at increasing employee engagement, improving employee performance and productivity, and establishing best practices. She has also represented the organizations she has worked with in various litigious situations, providing counsel and guidance to resolve conflicts and provide direction. Kerry is a results-driven HR business partner, striving to have a direct impact on the business goals, while still keeping the focus on the people in the organization. She also has a passion for fitness and wellness, and is a certified CrossFit, Pilates, Yoga & Cycle trainer, which reflects her commitment to personal and professional growth.

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Overview: Inclusive design in corporate real estate goes beyond accessibility—it's about creating spaces that reflect and support the diverse needs, identities, and experiences of all people. As organizations strive to foster belonging and equity, the built environment plays a critical role in shaping how individuals feel, interact, and perform. This session explores how inclusive design principles can be embedded into workplace strategy, architecture, and operations to create environments that are welcoming, empowering, and adaptable. Attendees will hear from experts and practitioners who are leading the way in designing spaces that prioritize dignity, flexibility, and cultural awareness.

Learning Objectives: By the end of this session, participants will be able to:

1. Define inclusive design in the context of corporate real estate and understand its impact on employee experience and organizational culture.
2. Identify key design elements and strategies that support physical, cognitive, and emotional inclusivity.
3. Explore how inclusive design intersects with sustainability, wellness, and DEI (Diversity, Equity, and Inclusion) initiatives.
4. Evaluate real-world examples of inclusive workplace environments and the outcomes they've achieved.
5. Apply inclusive design principles to assess and improve their own real estate projects and workplace strategies.

Creating a Seamless Tenant Experience: From Leasing to Long-term Satisfaction



Speaker(s): Gregg Simon, Metro Atlanta Chamber (moderator); Chad Koenig, Partners Real Estate; Alex Demesthihas, North Avenue Partners

Gregg Simon

Gregg Simon serves as Senior Vice President of Project and Partner Development at the Metro Atlanta Chamber (MAC). He is responsible for developing relationships with our economic development partners across the 29-county metro Atlanta region and encouraging private sector investment in new or expanded operations resulting in job creation.

Simon joined MAC in 2011 and has served in a variety of economic development roles. Simon brings more than 30 years of economic development experience to MAC. Prior to joining MAC, Simon was manager of business engagement for Invest Atlanta where he helped existing businesses and attract new ones to the city of Atlanta. Before coming to Atlanta, he was the director of business services for MassEcon, a private non-profit economic development organization dedicated to business growth in Massachusetts. He also worked for Empire State Development, New York State's economic development agency with a focus on business retention and expansion in the Buffalo regional office.

Simon's work in Georgia, Massachusetts and New York has included administration of tax and financial incentive programs, business retention and attraction marketing initiatives, economic development policy creation and implementation, and special event planning. He has worked with businesses such as BlackRock, Norfolk Southern, Papa John's, Microsoft, Deluxe, Honeywell, Mercedes-Benz USA, Panasonic, Pulte, EY, Novelis, Kemira, Invesco, Wipro, Bristol Myers Squibb, Straumann, Target, General Motors, 3M, Ford, Delphi and many others to support business expansions resulting in job retention and creation.

Simon is a graduate of the University of Rochester in Rochester, NY and lives in Atlanta with his wife and three children.



Chad Koenig

Chad is a Partner and part of the Office Tenant Representation team in Atlanta for Houston-based Partners Real Estate.

Partners Real Estate is disrupting the commercial real estate industry with its unique platform that combines their 3-pillar operating model (Services, Investments & Development) with a privately held partnership structure. As such, its clients experience and appreciate how the full weight of the firm is invested in their success.

Chad brings over 25 years of strategic occupancy consulting and tenant representation expertise to his clients. With a successful track record of leasing more than 8.5 million square feet of space, totaling over \$900 million in transactions, Chad is a trusted advisor in the commercial real estate industry.

Chad has skillfully represented clients in strategic leasing negotiations, ensuring optimal terms and value delivery. His portfolio includes complex office and HQ relocations, renewals, multi-market expansions, consolidations, and sub-lease dispositions. Chad's commitment to integrity and client satisfaction has fostered consistent delivery of innovative solutions, enhanced client outcomes and fostering long term client relationships. Passionate about staying abreast of market trends and industry best practices, Chad is actively involved on economic development panels and councils.



Alex Demestihias

Alex has spent two decades leading transformative commercial real estate projects that have shaped the Atlanta skyline and its communities. His work spans headquarters for developments. Known for guiding complex teams and projects to successful outcomes, he blends technical expertise with a people-first approach to leadership.

In the spring of 2025, Alex co-founded North Avenue Partners (North Ave) to combine a relationship-driven approach with the latest technologies to the project management world. North Ave delivers full-service project leadership from initial strategy through operational turnover. Prior to North Ave, Alex led JLL's Project & Development Services for the Southeast Region, leading over 100 project managers across seven offices

while fostering a culture of excellence, mentorship, and service.

Alex is an active member and former Center for Leadership chair at ULI Atlanta and co-founder of SEAM Certification, a program advancing social equity and community impact in real estate. He holds a degree in Building Construction from Georgia Tech and an MBA in Real Estate Development from Georgia State University.

Overview: In today's competitive real estate market, tenant experience has become a key differentiator and a driver of long-term value. From the initial leasing process to ongoing engagement and service delivery, every touchpoint matters. This session explores how corporate real estate leaders and property managers are designing and delivering seamless, end-to-end tenant experiences that foster satisfaction, loyalty, and retention. Attendees will gain insights into the tools, technologies, and strategies that enhance communication, streamline operations, and create environments where tenants thrive.

Learning Objectives: By the end of this session, participants will be able to:

1. Understand the full tenant journey and identify critical moments that shape satisfaction and retention.
2. Explore best practices for integrating leasing, onboarding, and ongoing service into a cohesive experience.
3. Evaluate the role of digital platforms, data analytics, and tenant feedback in enhancing service delivery.
4. Identify strategies for building long-term relationships with tenants through proactive engagement and personalized support.
5. Apply practical frameworks to assess and improve tenant experience across their real estate portfolio.

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