

James Race

NYC, NY

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VICE PRESIDENT OF REAL ESTATE

Negotiation | Collaborative Partnerships | Solutions-Provider

I grow F&B retail brands by finding and negotiating the best real estate deals across the country. I saved my current company \$43M in construction, development and operating costs. My goal is to apply my pipeline and team building strategies and nationwide network to develop premier locations in my next role.

Career Highlights include:

- Saved current company \$43M+ in capital costs through my deal negotiation skills
- Spearheaded development of 8 food hall locations nationwide, with projected gross sales of \$2.08B and EBITDA of \$165M over 20 years
- Executed deals for 13 new and existing food hall locations, delivering an average ROI on leases of 32% and 650% on management agreements within the first year

CORE COMPETENCIES

Business Development | Lease & Management Agreement Negotiation | Sales Planning/Forecasting | Leadership & Team Building | Financial Analysis | Proformas | Cost Control | Budgeting | Market Trend Assessment | Location Analysis | Design Oversight | Construction Management Oversight | Tenant Curation & Negotiation | Nationwide Network of Landlords, Developers, and Brokers

PROFESSIONAL EXPERIENCE

URBANSPEACE (NEW YORK, NY)

JAN 2019 – PRESENT

Vice President, Real Estate

- Spearheaded nationwide development of the food hall brand, executing deals to triple the company's number of locations from four to twelve units, with projected gross sales of \$2.08B and EBITDA of \$165M over 20 years
- Directed real estate team to exceed expansion goals by 20%, acquiring prime urban locations according to a strategic five-year plan
- Executed deals for 13 new and existing food hall locations, delivering an average ROI on leases of 32% and 650% on management agreements within the first year
- Negotiated partnerships with 10+ developers, driving a 30% development inquiry increase
- Led pre-construction budget, design and operational processes and provided construction management oversight to 18 projects, reducing costs by 12% through value engineering
- Managed network of nationwide developers, landlords and brokers, resulting in best-in-class locations in the top 25 major US markets
- Negotiated and closed six zero-cost management agreements, percent-rent, and minimal cost lease-structured arrangements, saving the food hall company \$33M in capital costs

- Transferred all costs of build-out, startup, and operating budget for two upcoming food halls to landlords' balance sheets, reducing company's capital expenditure by \$10M

BRANDED CONCEPT DEVELOPMENT (New York, NY)

AUG 2012 – JAN 2019

Vice President

- Established and managed a national brokerage unit, resulting in the execution of 60+ leases across key markets including New York, DC, Chicago, Miami, and Boston, achieving a 30% increase in client portfolio
- Expanded company into new markets, personally approving new locations and securing compelling sites through regular engagements with developers, landlords, and REITs
- Directed strategy and operations of a national brokerage unit, fostering an entrepreneurial culture and facilitating concept expansions for exclusive clients, driving a 25% increase in annual revenue
- Designed, managed, negotiated, and leased all retail real estate functions, leading to successful brand expansion on the local, regional, and national levels for food and beverage brands
- Managed client expectations and executed brokerage commission agreements, resulting in a 20% increase in lease execution efficiency

TECHNICAL SKILLS

Adobe Creative Suite: Photoshop | InDesign | Illustrator

Microsoft: Office 365 (Word, Excel, Outlook, PowerPoint) | Teams | SharePoint

Google: Google Suite (Calendar, Gmail, Drive, Docs, Sheets, Slides)

EDUCATION & TRAINING

Bachelor of Science (BS) in Advertising

University of Texas (Austin, TX)