

**RONALD WELLER, C.S.M.**

325 Buckingham Way #504  
San Francisco, CA 94132

415-242-0884 (home)  
415-794-8929 (cell)  
ronaldweller@sbcglobal.net

**SUMMARY OF QUALIFICATIONS**

A senior commercial real estate executive with expertise in retail property operations, tenant coordination, construction, marketing/public relations, and security. Aware of how to increase operational efficiencies, as well as, successfully managing operating budgets. Develop, train and mentor powerful management teams, and establish strong relationships with tenants, vendors, and the community.

**EXPERIENCE**

**R. Weller Consulting**

**San Francisco, CA**

An independent consultant contracting with fast growing companies and municipalities to provide guidance to various clients with their needs in achieving their goals.

**Principal**

**November 2011 - Present**

Experience and knowledge in all facets of the commercial real estate industry. Have a thorough knowledge and understanding of the commercial marketplace. Demonstrates a high level of motivation and willingness. Highly flexible and versatile. Deliver and maintain customer satisfaction. Develop and maintain long-term client relationships. Provide and render mentoring service to clients. Experienced in developing and recommending solutions to issues and problems. Assisted and helped clients in attaining their goals.

**Madison Marquette Retail Services, Bay Street**

**Emeryville, CA**

A nationally recognized commercial real estate company with properties located throughout the United States.

**Senior Regional General Manager**

**February 2008 - November 2011**

Bay Street is an urban shopping village, and is the dominant shopping destination in the northern part of the East Bay. The property includes retail, residential and entertainment offerings. The retail component is ninety eight percent leased, and comprises of 400,000 square feet of leasable area, with sixty stores and restaurants, and a sixteen screen AMC Theatre. The residential component, located above the retail, is comprised of two hundred thirty rental apartments and seventy “for sale” condos.

- 2011 annual revenue budget was \$20,000,000, and operating expense budget is \$6,500,000. Total NOI for 2011 was \$13,500,000.
- Responsible for all management services, construction, parking facility, and tenant coordination on site.
- Supervise, develop, and train all on-site personnel. In past three and one half years, have trained and mentored three Assistant General Managers. Two of those individuals have been promoted to General Manager.
- Represent ownership at all city meetings, and serve on Board of Directors of Chamber of Commerce, and Transportation Management Association

**CB Richard Ellis, Inc., Vintage Oaks at Novato      Novato, CA**

A truly global real estate firm capable of delivering a full range of real estate services around the world.

**Senior General Manager**

**February 2006-January 2008**

Coordinate the day to day activities of a 600,000 square foot value oriented retail property in the rapidly growing area of Marin County, California. The one hundred percent leased property includes fifty five retailers including: Costco Warehouse, Target, Macy's Furniture, Old Navy, Marshall's, Ross Dress for Less, and, Sephora.

- Administer an annual revenue budget of \$8,000,000, and an operating expense budget of \$1,500,000.
- Responsible for all construction related projects on site, as well as, negotiations with general contractors and subcontractors.
- Oversee the daily activities of administrative staff, engineers, and janitorial staff.

**Colliers International, Town & Country Village      Palo Alto, CA**

A commercial real estate company operating within the markets they serve with strategic global capabilities to assist a growing cadre of clients doing business across the globe

**General Manager**

**November 2004 - February 2006**

Supervise the activities of a 200,000 square foot mixed use development located in Palo Alto, California. The property includes seventy five in-line retail tenants, plus second story office suites. A planned multi million dollar renovation and upgrading was planned for spring 2006. Colliers International is the third party manager of the center, which is owned by Ellis Partners.

- Developed annual property income projections, operating expense budget and capital budget. Monitored costs against budget throughout the year. Request expenditure approvals from ownership as required.
- Manage, supervise and professionally develop all personnel.
- Meet with tenants as required ensuring that their needs are met, and high quality property service is achieved.
- Public Relations ambassador for the property. Represent the property at community events, sitting on local boards and committees.

**Macerich Management, Stonestown Galleria****San Francisco, CA**

One of the largest owners/operators of shopping malls in the United States, with a portfolio of over sixty million square feet of tenant space, including fifty nine regional malls.

**Senior Property Manager****February 2002 - August 2004**

Directed the day to day management of a one million square foot upscale mixed use development, anchored by Nordstrom and Macy's. Also, included on the property were one hundred and thirty five in line, and free standing retailers, including a host of major national tenants. Directed the management and leasing efforts for a five story Medical / Dental office building located on the property.

- Managed an operating budget in excess of \$24,000,000, with a projected 2004 year end net operating income of \$15,000,000. The income was increased by three percent over the previous year due to reduction of costs without reducing the value of the asset.
- Recognized by The Gallup Organization as one of the "top ten most engaged managers" in the Macerich Company, in which over 1,500 associates were participants.
- Hired, trained and developed a high performing team of seventy five employees in areas that included; administrative assistants, maintenance engineers, janitorial / housekeeping staff, and security officers.

**Urban Retail Properties, Stonestown Galleria****San Francisco, CA**

The nation's leading retail third party manager, with a portfolio that includes in excess of thirty five million square feet of regional malls, commercial centers, mixed use projects, office buildings, and government real estate in twenty four states and The District of Columbia.

**General Manager****November 1997 - January 2004**

- Prepared annual budgets, and recommended capital expenditures for the site, including: parking lot, roofing, interior and exterior improvements that resulted in, adding ongoing value to the asset.
- Analyzed monthly budget to actual reports, and recommended revisions to ownership as necessary.
- Coordinated with corporate and local counsel concerning landlord and tenant legal matters, individual delinquencies and bankruptcies.
- Represented both ownership and management to tenants, the local community, and governmental officials.

## **EDUCATION**

University of Pennsylvania Wharton School of Business

## **PROFESSIONAL DEVELOPMENT**

- Certified Shopping Center Manager (C.S.M.) awarded by The International Council of Shopping Centers
- The Gallup Organization Human Resource and Management training seminars
- Numerous ICSC conferences and seminars, including participation on several panels.
- Guest lecturer for four years at Novato Chamber of Commerce “Leadership Novato” classes.

## **RECENT AFFILIATIONS**

- Member Board of directors - City of Emeryville Chamber of Commerce
- Member Board of Directors - City of Emeryville Transportation Management Association
- Member City of Emeryville Public Safety Committee
- Affiliate member International Council of Shopping Centers
- Member Northern California Program Committee - International Council of Shopping Centers

## **CURRENT and RECENT CLIENTS**

- The City of Walnut Creek, California - Economic Development Office
- Transamerica Pyramid Retail / Visitors Center - San Francisco, CA
- Overton Security, Inc.
- Equity One, Inc.