

Evan R. Graff

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Experienced professional seeking a senior director/VP level position that requires strong work ethic, creativity, and flexibility with a high potential for advancement

Qualifications Summary:

Highly skilled, motivated professional with over 15 years' experience in diverse work environments demanding creative thinking, industry expertise, and strong communication skills. Resilient work ethic in high pressure settings.

Capabilities include:

- ✓ Diverse background in management, finance, analysis and dealmaking
- ✓ Excellent verbal and written communication skills
- ✓ Expert level in analysis and reporting; exceptional computer skills
- ✓ Over 15 years' experience in negotiation and contract review
- ✓ Highly skilled in design and construction, plan review, and store layouts
- ✓ Well connected within commercial real estate industry
- ✓ Motivated to work toward individual and team goals

Experience:

The Edge Fitness Clubs, LLC

Director of Real Estate

Apr 2018-Present

- Responsible for driving growth strategy for a ground-breaking, industry leading fitness concept
- Manage site selection and qualification for multi-state territory
- Present REC packages directly to CEO, CFO, and Leadership Board
- Perform analysis on membership expectation and project overall club EBIT and EBITDA
- Assist VP of RE Development & Strategy in evaluating growth initiatives by assessing new potential markets
- Conduct in depth competition and market potential analysis to optimize club financial projections

Carter's | OshKosh B'gosh - Atlanta, GA

Director of Real Estate and Analytics

May 2016-Apr 2018

- Responsible for executing growth strategy for one of nations fastest growing retailers
- Managed real estate portfolio for 13 state territory including site selection, lease negotiation, and lease actions
- Worked directly with VP of Real Estate, maximizing department efficiency and contribution to company goals
- Accountable for all Real Estate Committee content including sales forecasting and cost analysis
- Oversaw all analysis projects and efforts that assist in making well-informed business decisions
- Presented REC content directly to CEO, CFO, and Executive leadership team
- Partnered with Executive team on strategic planning, implementing new initiatives and concepts
- Consistently evaluated total U.S. store potential by monitoring industry and business trends
- Maximized productivity of business intelligence systems by partnering with Intalytics and Buxton
- Increased department output by developing the Senior Real Estate Analyst and Real Estate Analyst

Real Estate Manager

Oct 2014-May 2016

- Managed store portfolio for Midwest territory including site selection, lease negotiation, relocations and renewals
- Oversaw Real Estate Committee content including capital budgets, proforma calculations and cost analysis
- Collaborated with design and construction to reduce construction costs and maximize stores' speed to market
- Developed landlord partnerships and manage broker network and outside consultant relationships

Dealmaker Accomplishments

- Exceeded 2015 Goal for REC approved deals by 50%
- Continue to raise standard on deal presentation packages incorporating new business technology with analysis
- Established valuable relationship with operations team forming strategic plans for optimizing markets
- Inherited Midwestern territory with 19 Carter's stores and 6 OshKosh stores
 - Increased Carter's store presence by over 100% by mid-2017
 - Increased OshKosh store presence by 150% by end of 2016

Senior Real Estate Analyst

Aug 2013-Oct 2014

- Directly partnered with VPs of Real Estate and Finance to create many department systems and tools currently used
- Determined total U.S. store potential by analyzing current market share, consumer trends, and competition
- Developed sales forecasting model, market share summary, and geographic ecommerce growth model
- Created co-tenant performance metric, pro forma enhancements, and wholesale correlations
- Generated new store open grid to track company revenue weeks compared to budget
- Identified and standardized company risk factors guiding decision-making and market strategy
- Implemented sales transfer tracking system providing monthly updates to REC on estimated versus actual results
- Created renewal template that tracked occupancy cost changes and generated store profitability projections

Caleres, Inc. (Brown Shoe Company) - St. Louis, MO**Commercial Real Estate Analyst**

July 2012-Aug 2013

- Optimized retail portfolio for two leaders in footwear industry: Famous Footwear and Naturalizer
- Analyzed store performance and dynamics of mall, outlet, and strip center locations looking closely at sales transfer
- Created first comprehensive store class analysis identifying success trends and risk factors
- Directed analysis of 3rd party consultants providing a recommendation to proceed with sales forecasting partner
- Coordinated relocation and store closing process, working with lease administration, facilities and legal department

Cushman & Wakefield - St. Louis, MO

Over 9 years, developed a strong and unique foundation of real estate expertise in diverse areas: retail partnerships, project and personnel management, market optimization, analysis, finance, design and construction, store planning, employee training and contract review; extensive experience on both corporate and franchise accounts

Senior Project Manager

June 2010-July 2012

- Succeeded as national franchisee growth manager on two franchise accounts: The UPS Store and Red Mango
- Served as main point of contact for project communicating with all key stakeholders in store development process
- Frequently recognized at division meetings for excellent performance

Leasing Coordinator

Oct 2007-June 2010

- Accountable for site selection, market optimization, and real estate process for large Midwestern territory
- Directly negotiated and executed over 100 Edward Jones lease documents
- Consistently placed at the top of performance matrix that ranked multiple aspects of project management

Education:**B.S. Sport Administration with Minor in Business Administration**

Wichita State University

Professional Skills:

- Active member of the International Council of Shopping Centers (ICSC)
- Proficient in sales forecasting and mapping systems including Intalytics and Buxton platforms
- Highly skilled in Microsoft Excel and Powerpoint
- Regression model creation, sales forecasting and transfer analysis
- Missouri Real Estate License (2008) - member of Missouri Association of Realtors
- Facilitated training courses in advanced negotiation tactics and client-specific negotiations