

Influencers in Retail Real Estate 2024

Here are our picks for the year.

By GlobeSt.com Staff | May 07, 2024 at 06:22 AM

Retail has been an interesting space for the commercial real estate sector. In recent months consumers have shown signs of slowing purchasing in response to higher prices. At the same time, the fundamentals in the space have never been stronger for owners and landlords, amid a scarcity of space and strong demand. Navigating these dynamics are the following men and women who we have selected as this year's leaders in the industry.

JASON PIERSON

Jason Pierson began his career with a national institutional brokerage firm, gaining experience as he rose through the ranks as a retail services broker in the New York and New Jersey markets. In 2011, he founded Pierson Commercial Real Estate with a two-fold vision to create a retail-focused brokerage firm with the sophisticated resources of a large corporation while encouraging an entrepreneurial mindset with the efficiency of a boutique firm. Thirteen years later, Pierson has been successful in his goals with a team he recruited who adhere to his personal and professional philosophy grounded in an ethical, hardworking and client-first culture. During his retail brokerage career, Pierson has closed billions of dollars in disposition and acquisition transactions as well as landlord/owner and tenant representation lease deals. He is widely acknowledged as an urban and suburban neighborhood center and power center specialist and works in every asset class from underperforming retail spaces in need of new tenants to new construction centers. Pierson Commercial's retail leasing and property marketing assignments span seven million square feet of retail space. Pierson also is a lead mentor for newcomers to the profession. In this role, he helps identify and supervise up-and-coming industry talent, shares his industry wisdom and experiences, and encourages creativity, builds technical and market knowledge, and engages in continuous relationship-building. He has earned numerous industry accolades, including as an influential leader in CRE by a top New Jersey business trade outlet. He is frequently tapped for retail thought-leadership insight and commentary, and as a retail industry advocate, he is active in several professional industry organizations. Pierson is the New Jersey ICSC government relations co-chair, a former advisory board member for the Rutgers University Center for Real Estate, and an advisory board member and guest lecturer at Monmouth University's Kislak Real Estate Institute.

