



**John Austin**  
Brookings and Michigan Economic Center

John Austin, 55, just completed 16 years elected service on the Michigan State Board of Education, serving the past 6 years as President. Austin directs the Michigan Economic Center [www.MiEconomicCenter.org](http://www.MiEconomicCenter.org) a center for ideas and network-building to advance Michigan's economic transformation. He serves as a Non-Resident Senior Fellow with the Brookings Institution and Lectures on the Economy at the University of Michigan.

With the Michigan Economic Center Austin is spearheading efforts to transform Michigan's economy, and make Michigan a leader in the coming "Green and Blue" sustainable economy of the future. The Center's 2017 report *Jobs, Michigan and Leadership in the Economy of Tomorrow* ([www.Miblueandgreeneconomy.org](http://www.Miblueandgreeneconomy.org)) provides a blueprint for how Michigan can create new jobs and businesses in New Agriculture, Clean Energy, Smart Water, New Mobility, Health Care and IT solutions--all fast growing, globally pressing areas of work and market opportunity. In 2015 Austin brought together the state's business, labor, education, higher education and bi-partisan legislators to form the Michigan Higher Education Attainment Roundtable (HEART) to implement a new broadly-supported roadmap to reduce higher education cost, help more citizens young and old access a higher education, and put Michigan where it belongs among the best educated states in the country ([www.MiTalentGoal2025.org](http://www.MiTalentGoal2025.org) )

Austin spearheaded the "Michigan Dream Restored" initiative (<http://themichigandream.org/> ) to develop citizen-informed strategies for better supporting Michigan's foundational assets that drive Michigan's economy: strong education and higher education institutions, improved transportation and communications infrastructure, vital and attractive cities and communities; protection of our lakes, waters and outdoor recreation assets. He also coined the term "Blue Economy" to describe the way our waters, and water innovation contribute to economic growth, and is leading a "Growing Michigan's Blue Economy" Initiative, (<http://michiganblueeconomy.org/> )to support stakeholders in leveraging Michigan's natural water, and water research, education and innovation assets for economic development and new business and job growth.

In 2006 Austin created and directed the Great Lakes Economic Initiative for the Brookings Institution where he authored key Brookings reports that directly shaped the region's economic development agenda: "*The Vital Center: A Federal-State Compact to Renew the Great Lakes Region*;" "*The Vital Connection: Reclaiming Great Lakes Economic Leadership in the Bi-National Great Lakes Region*;" and "*Healthy Waters, Strong Economy*" which led to federal support for Great Lakes clean-up and restoration, and regional understanding and actions to build on our Great Lakes and water resources as an economic asset. Austin's *Tales of Two Rust Belts* series published for Brookings Institution's The Avenue (<https://www.brookings.edu/author/john-austin/?type=posts> ) updates the economic opportunities and challenges facing the politically important swing states of the Upper Midwest.

Mr. Austin also served in 2004 as Policy Director for Michigan's Governor-appointed Commission on Higher Education and Economic Growth, and was principal author of the Commission's influential report.

He was the founding Director of the New Economy Initiative for Southeast Michigan—a \$100 million effort by the region's philanthropies to aid in the area's economic transformation, and initiated the Global Detroit program to welcome immigrants as a source of economic strength and renewal.

Austin received his Master's in Public Administration from Harvard's Kennedy School of Government, and a Bachelors from Swarthmore College in Economics & Political Science, with High Honors and Phi Beta Kappa. Mr. Austin has been married 30 years to his wife Terese. They have three children and reside in Ann Arbor, Michigan.



**Matthew Berger**  
**National Multifamily Housing Council**

Matthew M. Berger is Vice President of Tax, with responsibility for representing the interests of the multifamily industry before Congress and federal agencies on tax issues. Prior to coming to NMHC, Matthew worked as an economist and Press Secretary for the U.S. Senate Committee on Small Business and Entrepreneurship. During that time, he served as Senator Olympia Snowe's principal advisor on taxes, the economy and the federal budget. Before his time on the Hill, Matthew was National Tax Manager for Deloitte Tax LLP in Washington, DC, where he covered the formulation of tax policy in Congress. Matthew graduated with distinction from Stanford University, where he did research with the Hoover Institution.



**Tom Bernier**  
**Bucksbaum Retail Properties**

Tom Bernier serves as SVP New Business & Leasing for Bucksbaum Retail Properties. Tom has over 25 years of experience in the retail real estate industry. His primary responsibilities include identifying and securing best-in-class development opportunities across the country as well as conducting market due diligence for acquisitions.

Prior to joining Bucksbaum Retail Properties, Tom was SVP, Research and Strategy for General Growth Properties where he was responsible for all aspects of research and leasing strategies for the REIT. During his 9 years at GGP, he was responsible for conducting market feasibility studies for new developments as well as for expansions and redevelopments.

Tom spent 14 years at The Green Group (Howard L. Green & Associates) where he last served as VP, Professional Services. At The Green Group he assisted national retailers in developing real estate expansion plans. Retail clients of Tom included Williams-Sonoma, Inc., Ann Taylor, Coach, and Estee Lauder among others. Developer clients included Westcor (Macerich), Cousins Properties and Ramco-Gershenson.

Tom is a graduate from the University of Michigan with a bachelor's degree in economics and marketing. He has served two terms on the ICSC North American Research Task Force and once as its Vice Chairman. He is a frequent speaker at the ICSC Research Conference.

Tom and his wife Sandra live in Naperville, IL with their daughter Samantha.



**Martin Block**  
Northwestern University

Martin Block serves as Executive Director of the Retail Analytics Council, an initiative between Medill School, Integrated Marketing Communications department, Northwestern University and PRI. Block is a Professor in the Integrated Marketing Communications Department. He teaches graduate level marketing research, sales promotion, advertising, and direct marketing courses. Prior to joining the Northwestern faculty, Block was a Professor and Chairperson of the Department of Advertising at Michigan State University. Block is co-author of *Media Generations*; *Analyzing Sales Promotion*; and *Business-to-Business Market Research*. He has published extensively in academic research journals, trade publications, and has written several book chapters. He has been the principal investigator on several federally funded research projects and has served as a consultant to the Federal Trade Commission (FTC). He was featured on the NOVA program "We Know Where You Live."



**Michael Cohen**  
CoStar Group

Michael Cohen serves as Director of Advisory Services with CoStar Portfolio Strategy, the leading provider of independent commercial real estate research and portfolio strategy services to the institutional real estate community. With views on markets in the United States and Europe, the firm provides clients with expertise in real estate market analysis, real estate portfolio analysis, mortgage risk analysis, and the design of productive real estate investment strategies. Clients include commercial banks, insurance companies, Wall Street firms, rating agencies, government agencies, pension funds, sovereign wealth funds, investment advisors, real estate investment trusts, and private investors.

Under Mr. Cohen's leadership, CoStar Portfolio Strategy's Advisory Services provides a range of custom research services to a client list which represents a "Who's Who" of global real estate capital (both equity and debt). In addition to domestic responsibilities, Mr. Cohen has also led CoStar Portfolio Strategy's European team, providing in-depth analysis and bespoke consulting for clients on both UK and European markets. Mr. Cohen continues to follow, analyze and provide consulting on the state of the U.S. housing market, both rental and for-sale product, tailoring his research in this area to the needs of CoStar Portfolio Strategy's diverse client base. He also assists clients in developing sophisticated investment strategies focused on other major property types both in the U.S. and abroad. The author of several white papers on the state of the apartment market, including *The End of the Housing Party: Will Commercial Real Estate Investors Wake Up With a Hangover?* and *When Will Apartment Landlords Be Fundamentally In Good Shape*, Mr. Cohen regularly speaks to industry organizations, is often quoted in the national press, and has appeared on both CNBC and Bloomberg Television. Professional associations include both PREA and a Board Membership with NMHC.

Prior to joining CoStar Portfolio Strategy, Mr. Cohen worked for leading analyst firms in both the real estate and technology industries. He received his B.A. from SUNY at Buffalo, J.D. from Cornell Law School, and M.B.A. from the Carroll Graduate School of Management at Boston College.

Mr. Cohen can be reached by e-mail at [mcohen@costar.com](mailto:mcohen@costar.com).



**Quinn Eddins**

Greystar Real Estate Partners, LLC

Quinn Eddins has been leading research on real estate markets for 10 years. He joined Greystar in 2016 as Managing Director for Research and Analytics, in which capacity he oversees research for Greystar's Management Services business and provides analytical support to Greystar's operators and clients. Before joining Greystar, Quinn was Director of Research and Analysis and at CBRE, where he oversaw research on U.S. multifamily markets and all commercial real estate markets in Florida, and Director of Research at Radar Logic, Inc., where he developed and led research on single-family housing markets for clients in the Financial Services industry. Quinn holds graduate degrees in City Planning and Real Estate Development from MIT, and other degrees from Harvard and Stanford.



**Mark Eppli**  
Marquette University

Mark J. Eppli has 25 years of academic and administrative leadership experience, including a three-year term as Interim Keyes Dean of Business Administration at Marquette University. Currently he is Professor of Finance and Bell Chair in Real Estate at Marquette University and will be joining the Graaskamp Center for Real Estate in August 2018

Dr. Eppli is widely published in commercial real estate finance, development, and valuation including two books published by the ULI, one of which was the best selling development text in the world.

Dr. Eppli serves on the board of a number of financial service, real estate development, and not-for-profit organizations including the Federal Home Loan Bank of Chicago, and is the immediate past President of the Real Estate Research Institute.

Dr. Eppli received recognition from the Greater Washington Urban League, the Urban Land Institute, and LISC Milwaukee for his efforts in attracting minorities to the real estate industry through outreach programs.

Dr. Eppli earned his PhD, MS, and BBA from the University of Wisconsin – Madison.





**Thomas Errath**  
Harrison Street

Mr. Errath is currently a Director and Head of the Research and Strategy group for Harrison Street Real Estate Capital, LLC. In this role he is responsible for developing firm strategy and thought leadership in the education, both off-campus and on-campus student housing, healthcare including medical office and senior housing and the self storage real estate segments. Mr. Errath also leads new business development efforts for Harrison Street as it contemplates growth strategies into new markets, both domestic and international and complementary alternative real estate segments.

He is an alternative real estate expert and frequent speaker and author on the education, healthcare and storage alternative real estate segments. He formerly was responsible for all boat storage acquisitions and boat storage asset management at Harrison Street.

Prior to Harrison Street, Mr. Errath's real estate experience included acquisition and asset management positions at Macquarie Real Estate, Heitman and the Trammell Crow Company. He also ran corporate development and corporate real estate for a Fortune 500 consumer products firm.

Mr. Errath has a BA from Northwestern University and an MBA from the J.L. Kellogg School of Management at Northwestern University.



**Mark Franceski**  
The Bozzuto Group

As Vice President of Research Mark is responsible for guiding research and strategy for Bozzuto's integrated businesses (development, management, homebuilding, construction) including market research, site selection, due diligence, portfolio analysis, and economic and demographic analysis.

Previously, Mark served as director of market research for McWilliams Ballard, an Alexandria, VA-based real estate brokerage specializing in new condominium sales and marketing.

Mark received a Bachelor of Arts in Economics from Washington and Lee University and a Master of Business Administration from George Mason University.

Mark resides in Alexandria, VA with his wife and four children.



**Manny Gonzalez, FAIA**  
KTGY Architecture + Planning

Manny Gonzalez is the managing principal for KTGy's Los Angeles office. He is responsible for the design, land planning and production of residential and mixed-use developments throughout the U.S., including active adult and affordable multi-family communities as well as mixed-use residential, office and/or hotel/hospitality with retail.

In 2016 Mr. Gonzalez was elected to the College of Fellows of the American Institute of Architects. Election to Fellowship recognizes not only his achievements as an individual architect but also his significant contributions to architecture and society on a national level. Mr. Gonzalez was also recognized in 2015 by Builder magazine for his legacy of delivering remarkable residential design with his induction into the prestigious Wm. S. Marvin Hall of Fame for Design Excellence. During his more than 25 years of practice in residential development, Mr. Gonzalez has won numerous awards for his innovative designs including Gold Nugget, Best in American Living, NAHB Best of 55+ Housing and Pillars of Industry. Additionally, Mr. Gonzalez received the LEED for Homes Multifamily Project of the Year Award for the Platinum certified community Primera Terra in Playa Vista, CA. Another LEED Platinum community designed by Mr. Gonzalez, Skylar at Playa Vista, recently won eight awards at the International Builders' Show, including a Special Innovation Award for its unique vertical triplex design. This is Mr. Gonzalez's third Innovation Award. Mr. Gonzalez has been featured in Builder & Developer's list of "Who's Who in Home Building" for many years and Green Home Builder magazine awarded him 2012 "Architect of the Year" for his forward-thinking NetZero ABC Green Home design and his outstanding contributions to the homebuilding industry. He was also recognized as NAHB's inaugural "55+ Associate of the Year" at the 2016 International Builders' Show.

Mr. Gonzalez is a NAHB 55+ Housing Industry Council trustee and vice-chair of the ULI Lifestyle Residential Design Council-55. He serves on the NAHB Multifamily Leadership Board and has served on the Board of the National Multi Housing Council and was the PCBC Design Trends Forum chair. He currently chairs the AIA Political Outreach Committee and previously held the position of chair of the AIA Housing Committee.

Mr. Gonzalez has written and contributed to scores of articles on residential design and is the Editorial Advisory Board (EAB) chair for 55+ Housing online magazine and an EAB member for

50+ Builder magazine. Mr. Gonzalez has presented his observations and case studies to audiences at local, regional and national conferences, as well as the 1st International Housing Conference of the Americas in Mexico City and was recently invited to speak at the International Symposium of Design of Senior Living in Qingdao, China. Mr. Gonzalez is dedicated to community service and youth sports. He has served as the chair of the Coastal Zone for USA Water Polo and as the president of the Los Angeles Water Polo Club after serving as a Malibu Little League board member for six years. An eighth generation native of LA, Mr. Gonzalez loves to ski, golf and fly-fish when not working on new designs.



**Jay Lybik**  
Marcus & Millichap

Jay Lybik serves as the Vice President of Research Services for Marcus & Millichap Inc. He is deeply involved in the production of the firm's vast array of commercial real estate research publications, with a direct emphasis on institutional properties and markets. He joined Marcus & Millichap in May 2016.

Prior to joining Marcus & Millichap, he served as Vice President of Market Research with Equity Residential for 17 years. Mr. Lybik launched the market research department at Equity Residential in 1999 and guided the research analysis for EQR's consolidation from 37 states and over 50 metros to six core coastal markets. He began his research career at Cushman & Wakefield in Detroit as a senior research analyst.

In addition, he serves as Research Chair of the NMHC National Research Committee. Mr. Lybik holds a B.A. in Economics from the University of Michigan.



**Phillip Martin**  
Waterton

Mr. Martin joined Waterton in 2013 and serves as senior vice president of market research. In this role, Mr. Martin is responsible for creating original research and better assessing and assimilating external research in support of the investment strategy, acquisitions, asset management and disposition disciplines. Mr. Martin works closely with external research providers, as well as internal resources including Waterton's portfolio management, acquisitions and operations teams to best analyze and incorporate current market data in the investment, valuation and annual business planning processes.

Mr. Martin has over 20 years of experience in real estate advisory/underwriting, and the REIT and financial services industries. Prior to joining Waterton, Mr. Martin was director of real estate research and strategy with Morningstar and Cantor Fitzgerald. Mr. Martin was also previously with Golub and Company, a principal commercial real estate investor based in Chicago. Mr. Martin began his career in 1991 as a founding member of the First Union/Everen Securities Real Estate Equity Research and Capital Markets Group. Since 1991, he has advised both real estate investors and corporations, and helped to raise more than \$10 billion of equity and debt capital. Mr. Martin is a graduate of DePaul University in Chicago.



**Clayton Merritt**  
Scion Group

Scion has participated in the acquisition or development of over 70,000 beds, totaling more than \$6.0 billion of project value. The company has also acted as an advisor to colleges and universities, foundations and private-sector providers in more than 200 campus markets, representing an additional \$5.0 billion of project value. Scion is currently the largest privately-held owner/operator of student housing in the United States.

Mr. Merritt joined Scion in 2016 and leads the acquisition department's working group. Mr. Merritt has designed and implemented multiple data driven procedures to cultivate Scion's intelligence platform, advance market research, and streamline the underwriting process. In the two years at the firm, he has overseen \$4+ billion of transaction volume.

Prior to joining Scion, Mr. Merritt gained three years of student housing experience fulfilling multiple operational roles at the property and regional level. Additionally, he added valuable technical experience to his repertoire working as an engineer for Northrop Grumman, a leading Aerospace and Department of Defense contractor.

Mr. Merritt earned a B.S. in Electrical Engineering with a concentration in electromagnetics from the University of New Mexico and an MBA from Western Governors University.



**Matthew Mowell**  
Oxford Economics

Matt draws on over a decade of experience in real estate investment management and urban economics to lead bespoke consulting projects and give clients direction across the economic landscape. Previously he directed Standard Life Investments' real estate strategy in the Americas, which involved making asset allocation, target market selection, risk management, and fund analysis insights. He also spent five years at Property & Portfolio Research serving some of the world's most influential real estate investors, lenders and developers.





**Mark Obrinsky**  
National Multifamily Housing Council

Mark H. Obrinsky, Ph.D., is Senior Vice President for Research and Chief Economist. with principal responsibility for housing and economic research. Mark was formerly Director of Regulatory Policy at Fannie Mae. Previous positions at Fannie Mae included Director of Applied Portfolio Research and Senior Economist. Prior to joining Fannie Mae, Mark was Deputy Director of the Economics Department at the U.S. League of Savings Institutions. His academic experience includes seven years teaching Economics at the University of Delaware and Bradley University. His work on housing, mortgage finance, and economic theory has appeared in leading professional and industry publications. Mark holds a Bachelor of Arts degree (with honors) in Mathematics from the University of Wisconsin and a Ph.D. in Economics from the University of Pennsylvania.



**Jeanette Rice**  
CBRE

As CBRE's Americas Head of Multifamily Research and real estate economist, Jeanette Rice conducts high-level capital markets and property market analysis on the multifamily sector for CBRE's Capital Markets teams and clients. Her analysis also covers seniors housing and student housing.

Ms. Rice interprets the economic, market and capital markets landscape at the national, metro and submarket level. Included in her varied analyses are short-term and long-term multifamily demand drivers; cyclical supply-demand, occupancy and rent market dynamics; debt and equity investment activity and pricing trends. Ms. Rice provides investment strategy, risk and opportunity perspectives for multifamily owners and investors.

Ms. Rice joined CBRE in September 2014.



**Caitlin Sugrue Walter**  
National Multifamily Housing Council

Caitlin Sugrue Walter is Senior Director of Research, with primary responsibility for conducting NMHC's research on apartment industry trends. Prior to working at the Council, Caitlin was an analyst at a real estate advisory firm. In that position Caitlin collected and analyzed data from both public and private data sources and drafted market and affordability studies that included rental and ownership trends. Caitlin has a B.A. and B.S. (Planning and Public Policy, Criminal Justice) from Rutgers and an M.A. in Urban and Regional Planning from Virginia Tech. She is currently completing her dissertation on age and residential location preferences at Virginia Tech.



**Greg Willett**  
RealPage, Inc.

Greg Willett serves as chief economist of RealPage, Inc., facilitating the alignment of the firm's technology and analytics solutions with real estate sector needs and opportunities that evolve alongside shifting economic conditions, demographics and market performance levels.

Greg works with RealPage's real estate industry research and analysis team as well as the firm's data science group. He thus is well versed on market fundamentals and activity nationally, by metro, and in individual neighborhoods. Greg is active in organizations such as the National Multifamily Housing Council, the Urban Land Institute and the National Apartment Association. He provides commentary for national and local business media as well as numerous news and information sources focused specifically on the real estate and rental housing markets.

Greg began his tenure in the multifamily industry as a data analyst and later served as a research consultant specializing in feasibility evaluations of new apartment community development and existing property acquisition. He holds a Bachelor's degree from Western Kentucky University and a Master of Liberal Arts degree from Southern Methodist University.