

Brian H. Robb, MSc



Contact

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Skills

Marketing	● ● ● ● ●
Recruiting	● ● ● ● ●
Business Development	● ● ● ● ●
Real Estate Expert	● ● ● ● ●

Licenses

Florida Real Estate License – Active

EDUCATION

- Imperial College London, London, UK | 2016 – 2018
Master of Business Administration
- Cass Business School, City, University of London
Master of Science (MSc), Real Estate
- University of Pittsburgh, Main Campus
Bachelor of Arts (BA), History of Art & Architecture

PUBLICATIONS

160 Page Thesis: Innovative Marketing Methods for the Commercial Real Estate Industry

EXPERIENCE

ROBB CAPITAL – Palm Beach, FL **DEC 2010 – PRESENT**

Leading commercial real estate financing advisory firm securing financing for the nation's top-tier investors, operators, owners and developers. Arranges financing for all commercial property types from \$10 million to \$50 million per transaction.

OWNER

- Developed at age 24, launched and successfully managed daily operations of established commercial real estate finance & advisory firm with success creating a strong brand name by identifying, crafting, implementing and overseeing innovative and creative marketing strategies.
- Attracted, recruited, trained and supervised daily activities of 60+ high level Sales Consultants including a former CFO for JP Morgan Chase. Developed and administered company budget and all promotional activities. Performed extensive sales and oversaw all aspects of client relations. Interacted with, and addressed the needs/interests of customers.

Position Highlights:

- Instrumental in closing \$76,425,000 in commercial loan transactions within a short duration, and acquiring over \$700K in total commissions.
- Secured \$27+ million loan for Prewitt's Point (Retail Center in Osage Beach, MO) in 2012 (age 26) successfully featured in Fitch Ratings as #6 transactions nationwide.

HiredYou.com – Palm Beach, FL **APR 2016 – PRESENT**

HiredYou.com is a leading job board and executive search firm that secure personnel for top-tier companies nationwide. We work with a wide array of executives across all job industries to arrange the perfect placement every time, guaranteed. Remember, it is always 100% free to post unlimited jobs to HiredYou.com, and in the event you need some extra help with the recruitment process, our Live Recruiter is here to assist.

FOUNDER/OWNER

- Created/launched an innovative platform that merges cutting edge technology with traditional recruitment methods.
- Formed a strategic partnership with Recruiter.com
- Brought the company to significant profits in a short duration.

EXIT Realty Florida – Fort Lauderdale, FL **APR 2016 – PRESENT**

Mr. Robb is the Chief Marketing Officer of EXIT Realty Florida, and was recruited to undertake a rapid expansion in total office count exceeding 200+ strategic locations in the State of Florida, through the use of innovative marketing methods.

CHIEF MARKETING OFFICER

- Responsible for 78 successful real estate offices in the state of Florida.
- The nations 5th fastest growing Residential Real Estate Franchise.

Position Highlights:

- Very quickly ramped up franchise sales through innovative marketing, sold over 5 franchises in a few month window - when previous to my presence no franchises sold for years after the crash

EXPERIENCE

COLDWELL BANKER COMMERCIAL – MIAMI, FL

MAR 2015 – MAR 2016

Since its launch in August 2012, Coldwell Banker Commercial Alliance has closed over \$1.5 Billion in transaction volume and currently has over 170 professionals in the organization. CBC Alliance is amongst the top 2 firms in the CBC global network and is the fastest growing CBC franchise globally.

DIRECTOR OF CAPITAL MARKETS

- Brought on by the CEO to create a Capital Markets platform within the office, and as such have taken the premise of Robb Capital (my own commercial finance & advisory firm) and implemented it within Coldwell Banker Commercial Alliance.
- Have brought significant deal flow to the platform. Bringing into valuations over 500 million in commercial real estate assets within a short 6 month time frame.

Position Highlights:

- *Have brought in a large family trust*, which purchased over 800+ million in CRE assets within the USA in 2014 alone.
- *Have implemented strategic marketing campaigns*, which have focused on going after individual owners of CRE properties nationwide who are in need of refinancing.

AUCTION.COM – MIAMI, FL

FEB 2013 – FEB 2014

Auction.com is the nation's leading online real estate market place, having sold more than \$32+ Billion in residential and commercial assets. Attracting buyers from more than 100 countries worldwide, the company serves a wide array of real estate customers – from major financial institution's to institutional investors.

ASSISTANT VICE PRESIDENT

- Brought forth 80+ commercial real estate transactions in a little less than one year, sourcing them to our valuations team to determine viability, with subsequent success bringing to Auction 18 of the commercial properties valued at \$200+ Million.
- Was able to strategically locate and successfully pitch a wide array of clients. Such as real estate investors, companies with commercial real estate assets under management, attorneys, CPA's, commercial real estate brokers, etc.

Position Highlights:

- *Brought in more commercial real estate assets than any other business development professional within Auction.com.* Created and implemented strategic marketing campaigns to do so.
- *Focused largely on Hotel assets nationwide*, successfully selling multiple hotel assets on the platform.

CBRE – London, UK

2013

World's leading commercial property/real estate services adviser providing comprehensive range of commercial property services with annual revenue of \$44.6 million, 141 offices in 40 countries and 6,950 employees.

STRATEGIC MARKETING FOR THESIS COMPLETION

- Brought on board by Executive Director, Head of UK and Europe's Debt Advisory Group create and implement comprehensive marketing plan as part of my thesis completion for Cass Business School.
- Established creative marketing techniques successfully attracting and drawing American Investors into London market. Maintained solid client-base through excellence in customer service. Directly cooperated with, and established successful relationships with colleagues, business professionals and clients.
 - *Strategized and established highly effective methods to reduce marketing costs* while significantly escalating access to top tier investors.
 - *Expanded and improved recognition/image of CBRE within Europe and abroad*, as direct result of going above and beyond expectations in establishing marketing plan that received extremely favorable response by executive team.