

## **WHO'S NEWS: Rudin to head CBRE's Northeast retail, Hidrock promotes 2**

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CBRE announced that Ellen Rudin will be assuming the new position of Senior Managing Director of Retail for the Northeast Division of CBRE.

She will be responsible for the strategic direction and performance of the region's retail business. Rudin has served as Managing Director of CBRE's Long Island and New York Outer Boroughs offices for the past ten years, prior to which she was Senior Counsel with the CBRE Tri-State legal team.

Rudin will retain oversight of CBRE's New York Outer Boroughs office.

Tricia Shay will take over responsibility of running the Long Island office while remaining the leader of CBRE's multi-market business in New York, including the transaction management hub.

Shay has more than 25 years of real estate experience ranging from portfolio services to leadership and operations across multiple geographies.

Having served as the Vice President of Real Estate for Weight Watchers for five years, Shay also brings client experience to the table.

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Hidrock Properties announced the promotion of two members of the firm's executive team, Joseph Ginex and Jessica Schmidt.

Joseph Ginex, a 23-year industry veteran, has been named chief development officer, following his leadership and contributions as managing director.

Under Ginex's direction, the firm has completed over \$800 million worth of development projects since he joined the company in 2012.

As the CDO he will assist in the acquisition, financing and the negotiation of joint venture agreements, including the selection of hotel brands and management companies as well as the curation of residential project architects and design teams.

Ginex will continue interfacing with the company's development partners and property lenders and ensure proper execution of the business plans for development projects.



Jessica Schmidt has been promoted to chief financial officer, following her accomplishments as a managing director.

An 18-year industry veteran, Schmidt joined Hidrock in 2015 and quickly assumed a leadership role in the accounting department while implementing new strategies to assist the firm in streamlining its financial compliance and reporting.

In her new capacity, she will oversee all aspects of human resources, finances, and accounting related to Hidrock and its operating assets, development projects, and subsidiaries.

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