



Keith Sherman

Vice President

NAI Capital - West Los Angeles

+1 310 806 6118

ksherman@naicapital.com

Scope of Responsibilities

Provide critical counsel and direction on leasing requirements for diverse consumer brands, entertainment and design groups and technology companies. Extensive work on retail tenant real estate requirements nationally and globally and aid groups and brands such as Ralph Lauren, MAC Cosmetics, Theory, Aritzia, Mastro's Steak House/Landry's, Dry Bar, Mitchell Gold & Bob Williams, Equinox and Rag & Bone. Have worked with and on behalf of media companies such as Microsoft, Sony, Live Nation, and other media companies as well as thousands of square feet for financial services, experiential VR groups and creative design/ad teams, I have been able to source and negotiate with institutional landlords, real estate funds and brokers and continue to add value to the national, regional and local strategy of the above companies (and many others) as well as for institutional landlords and all levels of property ownership, presenting the best team(s) for design and financial possibilities for such expansion, evaluation and marketplace propositions.

Through my work as an advisor for a series of investment funds focusing on the hospitality sector in China and the US I am well versed in trends and opportunistic branding, creating value in commercial and alternative real estate ventures.