



**Mark A. Perkins**  
**Senior Managing Director**  
**Retail Occupier Services**  
**Newmark Grubb Knight Frank**

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**EXECUTIVE SUMMARY / KNOWLEDGE AND EXPERTISE**

Mark is an accomplished and experienced executive with a successful record of establishing and leading real estate and development departments in the expansion of new stores for retailers. Managed real estate and development departments during times of explosive growth while establishing and managing budgets that lead to increased profits. A versatile executive having established, implemented and managed national real estate, construction, architecture and design, capital purchasing, asset management, facilities maintenance, and research programs. A strategic thinker with the ability to make high level decisions.

**2011 -** **Newmark Grubb Knight Frank** Chicago, IL  
**Senior Managing Director & Retail Tenant Representation Business Practice**  
 Leading retail occupier business development and service delivery efforts nationally, including retail account management across all service lines for all retail occupier accounts.

- Strategic Research and Consulting
- Outsourced Transaction Management and Asset Management
- Project Management and Development Services
- Lease Administration Services
- Facilities Maintenance Services, and
- Retail Tenant Rep Brokerage

**2008-2011** **ULTIMATE ELECTRONICS** Thornton, CO  
 Large format electronics store chain in 46 retail locations across the U.S.

**Senior Vice President of Store Development**

Established and managed the team and processes that opened 14 new stores in 2010, averaging 35,000sf in size. Responsibilities and accomplishments included the following:

- Hired the professionals enabling the store development team to open new stores, perform remodels on 26 stores, and manage the portfolio of existing stores. The Store Development Department consisted of 26 professionals and was comprised of real estate, construction, architecture, procurement, and leasing.
- Performed the market analysis and prioritized new markets for opening stores.
- Managed the site selection and leasing processes.
- Directed and implemented the prototype design for new stores and remodels.
- Developed network of vendors for capital purchasing.
- Established and responsible for Construction, FF&E, Store Opening and General/Administrative budgets.
- Established and managed store opening schedules.
- Managed the company's portfolio of office and warehouse space.

**2000 - 2002** **THE STANDARD GROUP ("TSG")** Portland, OR/Chicago, IL  
**2005 - 2008** Co-founded TSG in 2000 and rejoined TSG in 2005. TSG was a retail consulting firm providing real estate services on an outsourced basis to retailers. TSG consisted of 21 professionals and opened over 2,100 retail locations across the U.S. Jones Lange LaSalle ("JLL"), recognized the expertise TSG provided retailers, purchasing TSG 1/1/2008 to complement their existing real estate services.

**Co-founder/Managing Director**

Managed new store rollouts and existing store portfolios nationwide. TSG planned and executed national and regional new store rollouts for T-Mobile, Jamba Juice, Bright Now Dental, Texas Roadhouse, Smart & Final, Baja Fresh, among others.

- Opened as many as 300 stores annually.
- Managed 12 Directors of Real Estate.
- Liaison between clients and TSG.

- Performed New Business Development function.
- Managed market planning, site selection, and lease/purchase contract negotiations for clients.
- Managed national brokerage network.
- Assisted clients with their development of sales forecasting tools.
- Managed TSG's retail land development projects. Developed single user retail buildings and retail strip centers.
- Performed over 500 lease renewals.

1994 - 2000  
2002 - 2005

**HOLLYWOOD ENTERTAINMENT, INC.**

Wilsonville, OR

Participated in building Hollywood from 100 to more than 2,100 operating Hollywood Video stores nationally and 900 Game Crazy retail stores in 2005. The company was bought by Movie Gallery, Inc. in 2005.

**Senior Vice President of Store Development**

- Successfully managed the national site selection, construction, and opening of video stores averaging 6,500sf in size. Opened as many as 350 stores annually.
- Established and managed the team to design, build and open 900 Game Crazy stores within two years.
- Managed department of 105 people. Direct reports included as many as 4 Regional Vice Presidents of Real Estate, Vice President of Construction, Vice President of Facilities, Director of Architecture, Director of Vendor Relations, Director of Store Opening, Director of Asset Management, Director of Research Analysis, and Director of Asset Management.
- Managed revenue forecasting for new stores, market penetration analysis, and customer information used for direct mail marketing. Determined the impact of new stores on existing store revenues.
- Managed the acquisition of competitive video store chains.
- Managed the company's office and warehouse real estate.
- Established and managed the lease renewal process for 200-250 stores annually.
- Established and responsible for Construction, FF&E, Facilities Maintenance, and General/Administrative budgets.
- Responsible for capital budget of over \$100m annually.
- Managed the new store proto-type design and implementation.
- Member of Site Approval Committee
- Member of executive team accountable for meeting key performance measures and directives.

**Vice President of Store Development**

- Instrumental in building and defining the Store Development Department.
- Responsible for store growth in new markets.
- Hired and trained the real estate and construction personnel for the company's expansion in the Midwest and Northeastern regions.
- Managed 8 Directors of Real Estate and 2 Directors of Construction. Opened over 200 stores 1995-96.
- In 1997, became responsible for Construction, Architecture/Design, FF&E, and Facilities Departments.
- Direct reports included Vice President of Construction, Vice President of Design, Director of Architecture, Director of Vendor Relations, and Director of Facilities.
- Lowered construction costs by over 20% by refining competitive bidding and change order management system.
- Reduced the cost of Furniture, Fixture, and Equipment by over 30% by implementing national vendor programs and value engineering.

1993-1994

**BLOCKBUSTER ENTERTAINMENT**

San Diego, CA

**Real Estate Manager**

Responsible for the new store development of Blockbuster Video, Blockbuster Music and Discovery Zone stores on the West Coast and British Columbia, Canada.

1991-1992

**MCDONALD'S CORPORATION**

Portland, OR

**Real Estate Representative**

1989-1991

**JACK IN THE BOX**

San Diego, CA

**Senior Real Estate Representative**

1987-1989

**MAIL BOXES ETC.**

San Diego CA

**Real Estate Manager**

Education

**Oregon State University:** Bachelor of Science Degree in Business with an emphasis in Finance, 1984.