

# Bryan T. Savage

## Real Estate Broker ▪ Strategic Consultant

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Specialized in non traditional retail real estate research to assist in identifying markets and sites for brand growth  
Build relationships with process stakeholders to facilitate open and productive communication/negotiations  
Identify opportunities for process improvement and procedure enhancement

Offering over six years of third party real estate consultation and over ten years of real estate services as a team member of a Real Estate firm and as a Sole Proprietor. Demonstrated core strength assessments and creative understanding to better identify clients' wants and needs while managing multiple projects locally and regionally.

### Core Skill Areas

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|---------------------------------|-----------------------------------|--|
| • Retail Site Selection         | • Lease Negotiations              | • Real Estate Services Consultation        |
| • General Office Site Selection | • Financial Assessment            | • Brand Development                        |
| • Relationship Management       | • Competitive/Market Intelligence | • Data Analytics (CoStar, Xceligent, SPSS) |
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### PROFESSIONAL HIGHLIGHTS

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SAVAGE REAL ESTATE, Columbus, Ohio

2012 - Present

#### Broker

Developed to better focus on the wants and needs of core retail and office clientele so that a consultative approach will be used in efforts for real estate site selection, land development and product marketing. Areas of expertise include, but are not limited to: light industrial, restaurants, medical office, general office, C-stores, land/property development and nontraditional use of space.

LION REAL ESTATE SERVICES, Columbus, Ohio

2010 - 2012

#### Vice President of Real Estate

Represent tenants and property owners to either lease or sell the appropriate commercial space which meets their current and future needs. Additionally, manage the day to day activities of a full service Real Estate Brokerage from financial to marketing and employee management.

- Work with local, state and national Agents and Brokers to target specific properties for clients based on their overall strategy and needs.
- Client base has consisted of small, medium and big box retailers, local and regional restaurateurs, office, medical, light industrial and nontraditional retail.
- Use market trend data to better understand the uniqueness of target markets for purchase and/or lease negotiations based on the client's needs for investment, expansion, contraction, or property riddance.
- Consult with clients in areas related to real estate such as; market development, business plans, securing financing, brand development, marketing research, and competitive intelligence.
- Assist property owners with redevelopment projects in key areas in the Columbus market: Old Town East, Cooper Stadium, Hilliard and The Red Brick District of Downtown.

CONTINENTAL REALTY, Columbus, Ohio

2007 - 2010

#### Vice President of Commercial Sales, Leasing, and Property Development

Design and implement marketing/sales strategies to better position Commercial (Office and Retail) real estate for sale, lease or management. Strong emphasis on tenant representation with KEY retail, restaurant and office clients.

- Use customer relationship management (CRM) strategies and tactical initiatives to positively represent clients for single and multiple site locations throughout Ohio and the United States, based on their wants and needs. Clients consisted of retail, office and light industrial.
- Developed an understanding of each client as to better negotiate terms and conditions of a lease and identify strategic sites for expansion.
- Work with property owners to strategically position their properties among competition using best use criteria as well as alternative positioning.

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- Developed and implemented key strategies to help reposition and redevelop depressed retail and office real estate properties based upon market knowledge and industry trends in Ohio and Indiana.

SAVAGE DEVELOPMENT GROUP LLC, Columbus, Ohio

2000 - Present

**Real Estate Investor, Developer, and Property Manager**

Purchased, redeveloped, and managed single family, multifamily, and commercial property in the Columbus, Hilliard, Dublin, Grove City, Bexley and Akron, Ohio markets

- Used marketing skills and real estate knowledge to strategically buy, sell, and redevelop properties in core areas of the market for portfolio growth and to maximize profits.
- Managed the day to day operations, construction, and financial responsibilities of a \$22 million dollar family real estate portfolio.
- Successfully negotiated leases and purchase agreements to maximize profitability.

SAVAGE DEVELOPMENT GROUP LLC, Columbus, Ohio

2005 - Present

**Marketing Research and Business Strategy Consultant**

Consulted on several marketing research projects for small to mid-size businesses in the areas of business development, market intelligence, new product and service offerings, current product and service evaluations, customer satisfaction and CRM initiatives. Samples of some of the projects include:

- CB Beverage, Columbus, OH - used primary research to identify key drivers of satisfaction and buyer behavior in purchasing and consuming different flavors of carbonated beverages as well as top of mind brand awareness. Conducted data analysis of point of sale information from IRI to track client product and competitive market share. Identified new channels of distribution for carbonated and alcoholic (beer) beverages along with new target markets for consumers of four brands (Hoster Beer, Crooked River Beer, Frostop Rootbeer and Cock and Bull Ginger Beer. Designed and implemented new sales strategies, public relations and advertising campaign, and developed partnerships with key accounts to promote and distribute the brands.
- Strategic Marketing Associates, Stow, OH – used market research methods, including competitive intelligence, to help clients in all areas of brand development, consumer insights, and product development. A majority of the projects were in the highway construction equipment, commercial asphalt, commercial and residential concrete products and building industry. Clients include: Terex Corp., Five Star Products, Whitemud Resources, HNTB Engineering and BASF/Masterbuilders.
- The International Rescue Committee, San Diego, CA – designed and implemented a research and competitive intelligence study to identify key attributes of the nonperishable food market and used primary research to develop a product mix of items to manufacture and market nationally based on products grown by refugee and immigrant farmers associated with the organization. Negotiated with grocery retailers, specialty stores, and on-line groceries to test the new products.
- The Economic and Community Development Institute (ECDI), Columbus, OH - used market research methods of qualitative interviews to better understand the impact ECDI has within the political and mainstream community. Developed a strategic plan which outlined new and innovative industries for my client to undertake in lieu of receiving local and federal grant monies for operation. Researched the Halal meat industry and conducted a feasibility study around the production and sales of Halal meat within a four state region. Used primary research and market intelligence to better understand the food cart and food truck industry. Results from this research are now being used to build a commercial kitchen and holding area for vendors to store their carts and trucks on a daily basis and while awaiting health code inspections.

KEY BANK N.A., Cleveland, Ohio

2004

**Assistant Vice President, Client Strategy Team**

- Designed, implemented and reported results from Customer Relationship Management (CRM) projects based on goals and objectives identified during meetings with business units for McDonald Financial Group and Key Bank's Retail Banking. These results identified key drivers for customer acquisition, retention and future growth.
- Measured and reported results on the impact from marketing initiatives designed to cross sell products and services between the retail bank and financial services customers.

SIG COMBIBLOC, Columbus, Ohio and Linnich, Germany

2002 - 2003

**Director of Marketing and Communications**

- Managed the development and implementation of marketing and communications strategies for North America.
- Used market research methods to develop new business opportunities in packaging design concepts for customers such as: Wal Mart, Tropicana, and Dunkin Donuts.
- Developed and implemented primary market research studies to understand consumer awareness and acceptance of fresh versus aseptic carton sizes and design in North America in comparison to studies in Europe and Asia.

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- Analyzed and presented results from secondary data supplied by Nielsen and IRI to identify key attributes of buyer behavior for aseptic and fresh container packaging sales to core business units in the USA, Canada, Mexico and Central America.

BANK ONE CORPORATION, Columbus, Ohio  
**Assistant Vice President, Market Research Manager**  
**Senior Market Researcher**

1999 - 2002  
 2000 - 2002  
 1999 - 2000

- Consulted with core segment teams on advertising and brand, customer satisfaction, and competitive intelligence for new product development, product redesigns and bank mergers.
- Measured the gaps between Bank One brand attributes and customer defined attributes to effectively develop retention and acquisition marketing strategies and tactical initiatives.
- Acted as the Retail Bank liaison to First USA in the development and integration of new products and services designed to effectively cross sell credit cards to bank customers and bank products to credit card customers within the Bank One footprint.
- Provided actionable results on pre and post strategic affects of Bank One's merger and systems conversion with First Chicago/National Bank of Detroit in three major markets.
- Created and maintained an Internet based competitive tracking database for advertising expenditures by product and market.
- Designed and implemented research strategies to best identify the impact advertising and sponsorship of sports teams had relative to consumer awareness, satisfaction and overall perception of the Brand.

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## EDUCATION AND LICENSING

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**Licensed Broker in the State of Ohio and Nationally**

2012

HONDROS COLLEGE, Columbus, Ohio  
**Real Estate Certification**

2007

UNIVERSITY OF NOTRE DAME, South Bend, Indiana  
**AMA School of Market Research**

1995

THE UNIVERSITY OF AKRON, Akron, Ohio  
**Bachelor of Science, Business Administration in Marketing**  
 Minor in International Marketing and Natural Sciences

1992

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## PROFESSIONAL AND VOLUNTEER ACTIVITIES

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City of Whitehall, Community Investment Corporation  
 Bexley Economic Development Commission  
 Columbus Board of Realtors/Continuing Education

Vice President  
 Board Member  
 Committee Member

2012-present  
 2008-Present  
 2010-Present

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