

**Berick Treidler**

Global Director – Strategic Advisory Services

Berick Treidler develops custom tools for CBRE and uses third-party solutions to build new information products in order to provide strategic advice to clients. Current projects include: VIEW, a global application used by the Valuation & Advisory Services business in over 35 countries; CBRE RPDW, a U.S. database used to track occupancy characteristics for office, retail and industrial buildings; and Argus Enterprise, the industry-leading financial modelling software.

He also collaborates with CBRE Research to enhance the overall processes to collect and manage real estate industry data on properties, companies and professionals. Collectively, the focus is to ensure CBRE has a dynamic platform with the right people, process and technology to deliver world-class results to our customers.

He earned the CBRE Manager Innovation Award in the 2015 Americas Market Leader Awards and has presented at numerous industry conferences with a focus on how will technology solutions disintermediate the commercial real estate industry.

Mr. Treidler is based at the CBRE World Headquarters in Los Angeles, CA. Previously, he was the Managing Director of CBRE Valuation & Advisory Services in Southern California overseeing 50 professionals and approximately 3,000 assignments annually. He has been with CBRE since February 1987.