



Joanna Rotonde, Urstadt Biddle Properties Inc.

January 10, 2011 - Shopping Centers

Name: Joanna Rotonde

Title: Assistant Vice President/ Acquisitions

Company: Urstadt Biddle Properties Inc.

Location: Greenwich, CT

Place of birth: White Plains, NY

College: Fordham University (BA in Legal Studies)

First job unrelated to your current field: Campaigning for the Westchester G.O.P.

First job in current field: Legal assistant in real estate law firm

What your firm does now and its plans for the future? : Urstadt Biddle is the dominant grocery-anchored shopping center owner in suburban Metro-NY. UBP currently owns or has an interest in 50 properties, containing 4.7 million s/f. Presently, we identify and analyze investment opportunities. Explore markets, develop and maintain professional relationships within core market. For the future, UBP will seek to further expand and develop our company portfolio within our market.

Hobbies: Mountain Biking, Boating, Skiing & Softball

Favorite novel: "A Man in Full" by Tome Wolfe; "You Can Negotiate Anything" by Herb Cohen

Favorite film: "Wall Street" (1987 & 2010)

Keys to success: To motivate yourself to achieve your goals and commit to doing it with dedication, until you have what you want.

Person(s) you most admire (outside of family): Warren Buffet

If you had to choose a different profession, what would it be?: Lawyer

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