



## **The Rosenblum Companies names Mirel firm's first-ever executive vice president**

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The Rosenblum Companies hired a new senior executive, Jeffrey Mirel. As the firm's first-ever executive vice president, Mirel will play a leadership role in enabling this established real estate enterprise to target new opportunities in the capital region's expanding innovation economy.

"We are delighted to welcome Jeff to this important position on Rosenblum's executive team, where he will play a vital role in taking our family business to the next level. He will help the firm better serve its existing clients while also pursuing new opportunities for growth," said Seth Rosenblum, chief executive officer of The Rosenblum Cos.

"Jeff's experience and firsthand involvement in developing high-tech infrastructure, along with his commitment to public service projects that improve our community's quality of life, make him an ideal fit for our company."

One of Jeff's first initiatives will be to guide Rosenblum's novel "Re-envisioning the Workplace" approach to creating integrated, entrepreneurial environments that are essential to supporting the diverse needs of businesses in the 21st century - particularly the emerging technology companies that are increasingly fueling the region's economic investment and growth.

In his new role, Jeff will work with Rosenblum's management team on a variety of operational areas including asset and portfolio management, building system technology, client relations and marketing; build relationships with a variety of stakeholders and partners to enable new opportunities; and pursue new real estate developments and related ventures.

Jeff will draw from his experience as a leader in the region's high-tech sector, including the past seven years as a member of the executive team at FirstLight Fiber, formerly Tech Valley Communications. In developing and managing the company's wireless broadband program, he spearheaded development of a municipal WiFi network in the City of Albany to provide advanced data services for residential, enterprise and government clients, including a free Internet access service called "Albany FreeNet" that served distressed inner city neighborhoods.

In addition, Jeff will build on his role as the founder and board president of the non-profit social enterprise, Albany Barn. Albany Barn partnered with the Albany Housing Authority and City of Albany on one of the area's most unique real estate projects, recently repurposing the abandoned St. Joseph's Academy school building in Albany's Arbor Hill community into 22 live/work apartments for artists, along with more than 13,000 square feet of creative arts incubator space called "The Barn."

"I am thrilled to join the forward-thinking, high-achieving team at The Rosenblum Companies," said Jeff. "Seth is a proven innovator, as exemplified by 17 Chapel's success as well as the project's wider impact on downtown redevelopment, while he remains steadfast in maintaining and enhancing the rigorous standards of quality established by his father Jack that have always differentiated The

Rosenblum Companies. I very much look forward to leveraging my experience with a firm committed to implementing better ways of working and living in the Tech Valley."

A City of Albany resident, Jeff serves on the City of Albany 2030 Comprehensive Plan Board, Arbor Hill Implementation Team, and the Albany County District Attorney's Community Accountability Board. He is the recipient of numerous recognitions, including the 2011 Jefferson Award; the Albany Business Review's "40 Under Forty;" the Albany Times Union's "Dozen Who Make a Difference;" and Metroland's "Local Heroes." Jeff is a cum laude graduate of Georgetown University's McDonough School of Business, with a bachelor's degree in business administration.

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