



Rose Associates names Ehrlich new CFO

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Rose Associates, the New York-based full-service real estate firm, has named Marc Ehrlich as its new chief financial officer. As CFO, Ehrlich will provide leadership for the financial operations of Rose, its clients and partners. Ehrlich will also provide strategic counsel to Rose's senior management as it focuses on the growth of the company's divisions including development and third party services.

"Marc is a seasoned real estate executive with a deep knowledge of development, operations, acquisitions and tax structuring," said Amy Rose, co-president for Rose Associates. "We look forward to leveraging Marc's financial abilities and his skills in developing joint ventures."

Ehrlich has been a senior project manager at Rose for the past 18 months. His primary focus has been the adaptive reuse of 70 Pine. Rose's transformation of this landmarked Lower Manhattan skyscraper will result in 644 rental apartments, a 132-key hotel and 35,000 s/f of retail and dining.

Prior to joining Rose, Ehrlich was president and chief operating officer of Las Vegas-based Panorama Group. At Panorama, Ehrlich led the development of three ground-up 40-story residential towers in Las Vegas and oversaw a 300-unit condominium conversion in Houston. Ehrlich also served as a principal at New York-based O'Connor Capital Partners where he led acquisitions, initiating and closing \$1.5 billion in investments across multiple property types throughout the United States.

A graduate of Muhlenberg College, Ehrlich is a licensed CPA in the state of New York. He is a member of the Urban Land Institute and has served on the Urban Mixed Use Development Council since 2002. He is on the Board of Trustees for Morningside Montessori School, and he also acts as division head and coach for the Westside Little League.

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