



Executive of the Month: Kerret appointed president of Silverstein Properties - A great asset to the company

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Developer Larry Silverstein has appointment of Tal Kerret as president of Silverstein Properties, Inc. In his role, Kerret will be responsible for managing and monitoring the company's portfolio of assets, devising strategies for growth and acting as a liaison with investors. Kerret will also oversee some of the day-to-day operations of the company.

Silverstein, who serves as chairman, said, "I am delighted to appoint Tal to the position of president. Over the past four years, he has proven himself to be an outstanding professional and a great asset to our company. Even as the leadership of Silverstein Properties is undergoing a professional transition under our chief executive officer Marty Burger, we continue to be a family company."

Burger said, "Tal has done an incredible job creating new business opportunities, managing the company's investments and attracting outside investors. I look forward to continuing our work together to grow and expand Silverstein Properties at home and overseas."

Kerret will continue to work closely with Burger and Silverstein Properties chief operating officer Mickey Kupperman.

Kerret said, "Over the past four years, I have had the pleasure of working with Larry, Marty, Mickey and the entire Silverstein organization. Our company has a fantastic brand and reputation all over the world, thanks to its employees, properties and projects. I look forward to continuing my work overseeing investment activity, as well as growing the company and its businesses for many years to come."

Kerret joined Silverstein Properties in 2011, as executive vice president. He launched Silver Suites Offices at 7 World Trade Center, and oversees Silver Suites Residences at Silver Towers and at Beekman Tower. In January 2013, Kerret was promoted to chief investment officer.

Prior to joining Silverstein Properties, Kerret was chairman, CEO and co-founder of two technology and media companies. Kerret served as an officer in the Israeli Defense Forces for six years.

The company also appointed Kupperman as vice chairman, and Janno Lieber and Robert Vecsler have been appointed to the company's investment committee.

Kupperman is the chief operating officer of Silverstein Properties, and is responsible for the day-to-day operation of the company as well as developing a corporate strategy for the future.

World Trade Center Properties president Lieber manages all aspects of the Silverstein organization's efforts to rebuild at the World Trade Center site.

As executive vice president, Vecsler works with Burger to lead the company's acquisition efforts and oversees residential developments including 30 Park Place Four Seasons Private Residences New York, Downtown, and One West End.

The appointments follow a series of high-profile milestones for Silverstein Properties, including the successful financing of 3 World Trade Center, several new commercial leases at 4 World Trade

Center and the sale of over 50% of the residences at the Four Seasons Hotel and Private Residences Downtown New York.

In July, Silverstein Properties completed construction and opened the world's largest Four Seasons Resort at the Walt Disney World Resort in Orlando, Florida. In March, with its partner Elad Group, the company broke ground on One West End, a luxury residential and retail project at 59th St. and West End Ave. Designed by Pritzker Architecture Prize-winning architect Cesar Pelli, the project will be the centerpiece of Riverside Center.

Earlier this week, the company broke ground on its 5 million s/f Qianhai, China project. Located an hour by car from Hong Kong, the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone will focus on finance, logistics and technology services. The Zone hopes to emulate Hong Kong as a hub for the Renminbi, or offshore yuan, as it seeks to provide services in Renminbi, bond and equity offerings, insurance products and trade settlement.

Earlier this month, Silverstein Properties was named one of Crain's Best Places to Work in New York City for the seventh year in a row.

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