



## Professional profile: Matthew Baron, 2015

February 23, 2015 - New York City

Name: Matthew Baron

Title: President

Company: Simon Baron Development

Location: New York, N.Y.

Birthplace: Moldova, Former USSR

Education: MBA Columbia Business School, B.S. NYU Stern

First job outside of real estate: Telemarketer at Chase Bank

First job in real estate or allied field: Commercial mortgage broker

What do you do now and what are you planning for the future? I run a real estate investment and development firm with over \$1 billion in active development projects underway. Currently, we are working on building over one million s/f of residential rental in Long Island City, in addition to five additional projects in Manhattan on both the Upper East and West Side as well as in Midtown South.

How do you unwind from a busy day in real estate? I have a personal trainer 3-4 times a week that helps to keep me sane. Otherwise I try my best to spend whatever free time I have with my wife and two children.

Favorite book or author: Sun Tzu - "Art of War"

Favorite movie: "Shawshank Redemption"

Last song you downloaded? "Sugar" - Maroon 5

One word to describe your work environment: Intense

Rules to live by in business: Be honest and forthcoming. Get to the point quickly, respect other people's time. Work hard if you really want it. And work harder than the next guy if you want to be the best. Failure is ok - you can't have success without failure.

If you could invite one person to dinner (living or dead) who would it be and where would you go? My late grandmother because she never got to see the success I achieved. Would like to go somewhere quiet so we could have a nice conversation.

What is your dream job? Already got it

David Ennis, The Daten Group

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