



2019 Ones to Watch: Greg Goldberg, Meridian Retail Leasing

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Name: Greg Goldberg

Title: Director

Company Name: Meridian Retail Leasing

Address: 800 Third Avenue, 38th Floor, New York, NY 10022

What do you consider to be your greatest success in the past 12 months?

Over the past 12 months, I have worked to successfully bring new concepts to SoHo, closing a deal with Society Limonta at 78 Grand St., finding space for celebrity tattoo artist Bang Bang at 62 Grand St., leasing 40 Wooster St. to Project RT, and arranging a lease for restaurateur Pino Luongo's Coco Pazzo at 160 Prince St. I have closed 16 deals and counting in the immediate area over the last 24 months.

Who or what do you attribute to your success?

First and foremost, I wouldn't be where I am in life or the man I am today without my mother. From an early age, she always taught me to treat others with respect and the way that you want to be treated.

?What advice can you offer to someone who is just getting started in your industry?

In this business, there will always be periods of ups and downs, but you have to stay focused on the long game and remain competitive. Always follow up and never get discouraged.

If you have a mentor, who is it and how has this relationship influenced your professional growth?

My brother-in-law, Greg Kalikow. He first influenced me to get into real estate. He is the fourth generation to get into real estate industry in his family, and his expertise and knowledge of the business is always appreciated. We talk every day about both business and family.

How have your life experiences impacted who you are professionally?

My first job after school and moving into the city was as a graphic designer for The ONE Group, a global leader in the hospitality industry and the creator of the international restaurant brand STK and Bagatelle. I was responsible for creating logos, signage, food and drink photography, and interior design. I've observed tenants and landlords appreciate my artistic eye and sense of design and have found that in this market, you need to be creative across the board.

