



## 2020 Ones to Watch: Atanu Bhattacharjee, Greiner-Maltz

February 18, 2020 - Spotlights

Name: Atanu Bhattacharjee

Company: Greiner-Maltz

Title: Industrial Specialist

Education: BA. Economics The Pennsylvania State University

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

The project which was a “game-changer” in the advancement of my career was working on behalf of BYD, a Chinese electric vehicle company, in the acquisition of multiple properties in the Bronx, Queens and Manhattan. Dealing with foreign institutional buyers while managing various simultaneous negotiations and closings taught me how to successfully multi-task while dealing with cross-cultural hurdles in the art of negotiation.

Who or what inspires you?

Big ideas and risk takers inspire me. Folks such as Steve Jobs, Elon Musk, Salman Khan, Jack Dorsey. One of my favorite quotes from Elon Musk that I commit to memory is, “When something is important enough, you do it even if the odds are not in your favor,” and “Failure is an option here. If things are not failing, you are not innovating enough.”

How do you contribute to your community or your profession?

By working with companies and existing tenants to relocate or stay within the Bronx, I have helped to keep the character of the neighborhood and to help boost local economy. While there are several transformative changes happening the last 3-4 years from development, I strive to strengthen the existing communities by placing small and medium sized businesses and work with larger companies who will invest in projects within the area without reducing industrial and commercial inventory that is much needed to production and distribution.

What led you to your current profession?

Before I became a licensed real estate salesperson, I was in the music publishing business. While I enjoyed the social and marketing component of my profession, I felt that I needed something more fulfilling that would utilize my ability to negotiate deals and build long lasting business relationships.

Real estate piqued my interest because it combines my passion for entrepreneurial business and love for architecture.

What do you like most about your job?

I thoroughly enjoy meeting entrepreneurs and investors while learning about new trends and business. Every day in my profession offers unique challenges which inspire me to learn more about the variety of businesses that are looking for industrial space for traditional or nontraditional uses. The way the market has shifted because of e-commerce and last mile distribution has impacted the variety of users I communicate with, I enjoy finding the right space for a business to flourish. I spent a lot of time speaking to my clients and learning about what their must-have's are and what is currently available in the market which can accommodate their needs.

If your life were made into a movie, what actor would you want to portray you?

Dev Patel because he tackles multilayered characters in dynamic settings which is relatable to my experiences in my profession. He's not afraid of challenges and he's compelling and thought provoking on screen. It would be an honor for such a stellar actor to portray me.

What social media platform do you use the most professionally?

LinkedIn because it's such a great platform to develop a professional network that spans across the globe and it's a great way to learn about other influencers and stakeholders in CRE. It has helped me be able to go direct with decision makers as well as talk about professional experiences with other industry professionals.

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