



B6 Real Estate Advisors hires Rosenthal as chief revenue officer

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Cory Rosenthal

New York, NY B6 Real Estate Advisors (B6), an investment sales and capital advisory firm led by industry veteran Paul Massey Jr., has appointed Cory Rosenthal as chief revenue officer.

Prior to joining B6, Rosenthal most recently served as the COO of New York City Capital Markets at JLL since 2018, where he had operational oversight of the platform, consisting of 100+ producers, analysts and staff. Before this, he worked at Cushman & Wakefield where he most recently served as a senior managing director in the Capital Markets Group. Rosenthal began his career at Massey Knakal Realty Services in 2003 where he advanced from an associate to a senior vice president prior to the firm's acquisition by Cushman & Wakefield in 2014.

"Cory brings an extensive background in enhancing operations, developing business strategy and managing sales teams," said Paul Massey, the founder and CEO of B6. "Having known Cory since he first started his career in real estate, I have had the pleasure of watching him develop as an impressive leader in this industry."

As chief revenue officer, Rosenthal will lead the strategic development for the firm while overseeing its revenue pipeline. He will play a key role in hiring and will utilize B6's technology-enabled platform to enhance the company's growth.

"I am looking forward to working alongside Paul Massey once again as we foster the growth of B6 Real Estate Advisors," said Rosenthal. "With a deep understanding and appreciation of B6's values, my leadership experience will be a key asset in ensuring the firm continues to flourish profitably and attract the best talent. B6 has already established itself as one of New York's top brokerages, and I am proud to be joining such a distinguished team that will only continue to break boundaries."

Rosenthal graduated with a Bachelor of Arts degree in English from Colgate University.

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