



Newmark hires Himmelsbach as managing director

May 10, 2022 - National News

Miami, FL Newmark has hired Matt Himmelsbach as managing director in its technology & innovation practice group. Himmelsbach, who is a leading expert in the negotiation of flexible workplace solutions for both landlords and tenants, will work with practice group leaders, vice chairman Elizabeth Hart and vice chairman Ben Shapiro, to service Newmark's flex office clients and grow the company's offerings within the sector.

Himmelsbach, who joins Newmark following an eight-year tenure at WeWork, becomes the newest member of a growing international network of tech-focused commercial real estate professionals that comprise Newmark's technology & innovation practice group. Coming at a time when the demand for flexible leases is rapidly rising throughout the country, the hire builds upon the recent growth of Newmark's flex office platform, including the acquisitions of international agile workspace providers Knotel and Deskeo, and the launch of portfolio optimization solution Optality.

"Few professionals are as deeply immersed as Matt in the market for flexible office leases, which has experienced a wholesale rebirth since the start of the pandemic," Hart said. "His addition to the technology & innovation practice group strengthens our team's understanding of the next-generation workplace and serves as another example of Newmark's commitment to developing innovative products and services to support our clients on a global scale."

Shapiro said, "As we work with Global corporate real estate occupiers, we are focused on servicing shifting market demands, such as hybrid or flexible office solutions. Over the past two years, it has become clear that flexibility for a portion of a corporate real estate portfolio is not a wish, but a requirement. Matt's well-established market intelligence and strong relationships across the industry will help us cultivate a variety of best practices to strengthen our service to our clients."

Newmark's technology & innovation practice group serves technology, advertising, media and information (TAMI) and technology, media and telecom (TMT) clients, ranging from start-ups to Fortune 500 companies, with strategic planning and advisory in site selection, distributed office mapping, growth planning and workplace strategy, execution—acquisition, disposition, leasing, subleasing, financial analysis, project management and portfolio management. Himmelsbach will leverage his vast experience advising both tenants and landlords, including more than 1,800 lease transactions during his tenure with WeWork, to position the Technology & Innovation Practice Group as the nation's premier advisor for flexible workplace solutions.

"More than ever before, landlords and tenants need sound strategic advice as they look to maximize

portfolio and workplace optimization,” Himmelsbach said. “This makes it an exciting time to join Newmark, which has a long history of identifying and capitalizing on trends within our industry. I look forward to helping the company derive additional value for clients across the nation.”

Newmark’s technology & innovation practice group, started in 2016 by its president, Jimmy Kuhn, leverages its members’ data, relationships, and local market expertise to solve national and international next-generation workplace issues facing office occupiers ranging from start-ups to Fortune 500 companies.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540