



Rose Associates promotes Acosta, DeChiaro, and Bichsel

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Wilson Acosta

Diane DeChiaro

Jonathan Bichsel

New York, NY Rose Associates, Inc. has promoted three team members, naming two director, multifamily, and another to a director role.

The promotions were given to Wilson Acosta, formerly a community manager at 475 Clermont in Brooklyn; Diane DeChiaro, formerly general manager at 70 Pine in Manhattan's Financial District; and Jonathan Bichsel, formerly manager of revenue and analytics, to a director role with a focus on financial planning and analysis.

Acosta will be responsible for the overall management of roughly 1,050 luxury apartments in Rose's Brooklyn portfolio, including such buildings as 475 Clermont, Caesura, The Willoughby and The Pierrepont. He will be responsible for identifying and implementing best-practice operational policies and procedures to drive excellence, expense management and detailed financial reporting. Acosta will oversee a team of more than 75 management personnel with a sharp focus on delivering the highest level of resident satisfaction.

"Wilson has always provided exceptional service to tenants and building owners alike," said Kerry Salter, managing director of multifamily for Rose. "He handled the lease-up at 475 Clermont expertly, connecting with residents to build a true community while managing vendors and overseeing complex building systems. I look forward to him expanding his role across our growing Brooklyn portfolio."

DeChiaro will lead management for a mixed-use portfolio in Lower Manhattan, which includes 1,373 luxury units, 132 hotel suites, and 22,000 s/f of fitness space and amenities. In addition to her residential focus, she'll work with multiple retail tenants including a Michelin star restaurant, a rooftop lounge and restaurant, and a gourmet grocer. With a team of more than 75 management personnel, DeChiaro will look to create synergies between mixed use tenants with a focus on enhancing the resident lifestyle and visitor experience. She will oversee expense management and implement expense controls to meet and exceed revenue for Rose clients.

Mitch Gelberg, senior managing director of multifamily at Rose, said, "Diane is a fantastic manager with a deep skill set that allows her to maintain a community of satisfied residents while also delivering for commercial tenants, whether that is a retailer or a restaurant. Her success at 70 Pine speaks for itself, and I am thrilled that she'll be applying her expertise to additional properties within our management portfolio."

DeChiaro joined Rose Associates in 2017 after spending five years at Jamestown Properties. Acosta joined Rose Associates in 2019 after spending 10 years working with Roseland Residential Trust. The individuals will assume their new roles immediately.

In his new role, Bichsel will develop and execute various property level strategies that are wholly supported by financial modeling. He will work with Rose's design and construction team to assess capital needs and strategize investments that increase rental income while providing operational efficiencies. Bichsel will also be spearheading new modes of operational reporting for Rose and its clients, utilizing business intelligence dashboards that collate and visualize data that Rose and client executives rely on to make business decisions. He will continue to oversee budgeting and forecasting, and develop strategies for revenue optimization and expense reduction. Bichsel is a graduate of Rutgers University.

"Director of Financial Planning and Analysis is a new role for us and I look forward to Jonathan applying his deep skillset to help us advance strategic and operational decision making that is supported by analytics. These new tools touch every area of the Rose platform," said Scott Marino, executive director of multifamily at Rose. "During his time at Rose, Jonathan has shown a unique ability to provide data based analysis of our operations, which has led to improved KPIs on everything from marketing and payroll to utilities and renovations. Our clients will have direct access to Jonathan's analysis and modeling, which will enhance property performance and increase asset value."

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