



Ones to Watch Fall 2022: Nathaniel Mallon, Verada Retail

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Nathaniel Mallon
Managing Partner

Verada Retail

What recent project, transaction or accomplishment are you most proud of?

I would say it's a close tie between finally starting my own company, Verada Retail, with my partner Brendan Thrapp and securing Brooklyn Brewery's new flagship location at 1 Wythe in Williamsburg, Brooklyn!

Tell us about a mentor or role model that has influenced your career choices?

Michael Luevano, the executive director of Juss Event in Shanghai, mentored me during the decade I spent living overseas. He taught me the worst thing I could do in life is not live up to my potential and the best thing I could do is to help everyone around me.

What 3 skills do you consider the most important to be successful in your industry?

To be successful in commercial real estate you need to have good manners, listen well, and have a solid work ethic.

What is one lesson that you had to learn the hard way?

Get it in writing.

What do you enjoy doing when you are not working?

When I'm not working I enjoy playing music with my daughter.

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