



2024 Ones to Watch - Innovators in CRE: Alec Fomin, Sage

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Alec Fomin
Director of Member Experience

Sage

As Sage's director of member experience, Alec Fomin is responsible for leading the strategy and oversight of customer experience, member-facing services, and hospitality standards across the firm's portfolio. Fomin and his department direct and implement Sage Connected (Sage's member experience app), Sage Services (covering Workplace Services, Lifestyle Services, and Oasis Services), Sage Social (events and programming), and Oasis amenities' operations.

Innovative Solution:

Office amenities play a central role in attracting and retaining tenants, and this is especially prevalent in the wake of the COVID-19 pandemic. But in addition to the physical spaces – the lounges, gyms and wellness rooms – Sage is paying special attention to the on-the-ground programming and events that resonate with tenant employees. I lead our Member Experience ensemble, and we continue to prioritize meeting with and learning as much as possible about our tenants, which helps us strategically plan curated experiences for their employees. From a wellness perspective, we host regular yoga classes, meditation sessions, massages, and manicures. Regarding professional development and networking, we organize keynote speaking engagements, team building exercises, and networking opportunities that benefit employees - from associates to the executive suite.

Innovative Outlook:

In this market, operators must continue to understand and solicit feedback from tenants on what benefits them the most. I often say that every day presents a new opportunity, a touchpoint, to retain business just through understanding the kinds of programming that matters to our tenants. Especially in the Class-A space, we continue to see developers and owners building the latest and greatest physical amenity spaces, but there's a massive opportunity to support tenants' employees, from HR to employee engagement groups, to better understand what they want from the office. We're finding that Sage Social engagements continue to resonate and provide an invaluable temperature check on what is, or isn't, working for programming in the office environment.

"In the wake of the pandemic, office operators are still struggling to attract and retain tenants. The physical amenitization of office spaces has long been seen, but Sage is leading the way in curated programming and engagement services for tenant employees across their portfolio. Led by Alec Fomin, Sage's Member Experience ensemble coordinates a wide variety of programming for Members, from networking opportunities to exclusive events, brand partnerships and community-oriented activities." - Alex Stevenson, Berman Group.

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