

North American Properties Expands Retail Leasing Team

New senior vice president reflects NAP's hospitality-driven approach to retail real estate

ATLANTA (May 16, 2019) – North American Properties (NAP) today announced the appointment of Adam Schwegman as partner, senior vice president of retail leasing and the promotion of Sheri Ross to vice president of leasing. With Sheri's 15+ years of experience at NAP and Schwegman's strong background in food and hospitality, the two executives will lead the leasing team in curating an experiential merchandise mix at each of NAP Atlanta's projects: Avalon, Colony Square, High Street, Revel and Riverton.

Adam Schwegman

"Adam's deep experience in culinary, entertainment and hospitality echoes our strategy and the direction in which the retail industry is headed," said Mark Toro, managing partner at NAP. "While there is still a market for soft goods, 'eatertainment' has emerged as the new anchor in retail real estate. Adam will apply his experience and relationships to our \$5 billion mixed-use development pipeline, bringing the best in food, retail and entertainment to our communities."

At Brookfield Properties (formerly GGP), Schwegman launched a national team within the organization called Eat/Drink to lease all food and beverage deals, from Hawaii to Maine. Under his leadership, he expanded the food and beverage share from 6% to 13% of the entire portfolio. He also conceptualized several food halls, including Flagship Commons and District at Oakbrook.

"I have been exposed to a bounty of great destinations throughout the country, and have also seen mediocrity at its finest," said Schwegman. "NAP delivers exceptional mixed-use projects that are head and shoulders above the rest because of its ability to activate the public realm, energize the street-level, integrate the right mix of uses and build community. I'm thrilled to work alongside the NAP team to continue its legacy of curating best-in-class mixed-use destinations."

Adam has lived in Atlanta for 18 years. He got his start by working for several upscale restaurants in high school and college. After college, he worked as a real estate associate for Bank of America, a senior associate at Robert Charles Lesser & Co., LLC and as a senior leasing representative at Cousins Properties, where he was responsible for leasing Emory Point, Terminus and The Avenues, among others.

Adam graduated from Urban Land Institute's Center for Leadership class and Buckhead Business Association's Leadership Buckhead class. He has also served on various ICSC committees. He earned his Bachelor of Science in Business Administration, Finance and Real Estate from the University of Tennessee.

Sheri Ross

Promoted from director of lease administration to vice president of leasing, Ross is responsible for managing all aspects of the lease process, from the initial proposal to the fully executed lease.

“Sheri brings incredible strength, integrity and stability through every stage of development,” said Toro. “She is the ultimate team player and wears whatever hat necessary to get the job done, whether it’s leasing, tenant coordination or lease administration. She has the tenacity of a super hero, her contribution to NAP’s retail leasing success over the last 15 years is second to none and we can’t wait to see what she does next.”

Ross uses her work as an opportunity to empower young people, particularly women. She dedicates an enormous amount of focus, effort and time to her job and she serves as an example to encourage young women to drive-so-they-can-thrive in a male-dominated industry. She emphasizes the value of the female perspective, especially in retail, and encourages young team members to voice their ideas.

Sheri’s twenty years of commercial real estate experience is diverse, making her a true utility player. Her background includes property management and leasing in various Southeastern markets stretching from Virginia to Florida on a variety of retail project types, including grocery-anchored neighborhood centers, mixed-use centers and power centers.

Prior to joining North American Properties, Sheri served in various leasing and real estate positions with The Sembler Company and CNM Associates in Atlanta and North Hills, Inc. in Raleigh, North Carolina. She is a member of CREW Atlanta and Urban Land Institute and enjoys supporting local charities such as City of Refuge and the Atlanta Humane Society. Sheri graduated from The University of North Carolina and remains an avid Tar Heels fan to this day.

About North American Properties

Founded in 1954, North American Properties is a privately held, multi-regional real estate operating and development company that has acquired, developed and managed more than \$7 billion of mixed-use, retail, multifamily and office properties across the United States. Rooted in its purpose-driven approach to development, North American Properties is creating great places that connect people to each other; cities to their souls; partners to opportunities; and individuals to experiences that move them. Headquartered in Cincinnati, with offices in Atlanta, Dallas and Fort Myers, Florida, the company has developed 22 million square feet of commercial space and 19,000 residential units in 15 states and 67 cities. In the past three years, North American Properties has launched 36 projects totaling \$2.2 billion in total capitalization. In metro Atlanta, North American Properties led the turnaround of Atlantic Station and the ground up development of Avalon. Currently, the team’s \$5 billion mixed-use development pipeline includes: Colony Square in Midtown Atlanta, Revel in Gwinnett County, Georgia, High Street in Atlanta’s Perimeter Center and Riverton in the New York metro area.

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