

2631 North 113<sup>th</sup> Street  
Wauwatosa, WI 53226

LISA A. TATRO, CPM®

Email: lisa.tatro@att.net  
Cell: (414) 397-3043

### **EMPLOYMENT HISTORY**

#### **CBRE, INC.**

Milwaukee, Wisconsin

*General Manager. October 2014 to present*

- ♦ Manage the fiscal, operational, and leasing aspects of Milwaukee Center, a Class A high-rise office building and components of the attached mixed-use, multi-owner complex in downtown Milwaukee.
- ♦ Direct marketing and leasing efforts including selection and engagement of brokerage firm. Collaborate and strategize with brokerage firm to maximize asset value. Oversee marketing and leasing function including analyzing transaction economics, preparing/reviewing lease proposals, and negotiating leases.
- ♦ Develop and execute annual operating budgets and business plans for various properties within the Milwaukee Center complex; review and analyze financial reports to ensure compliance with owner's objectives and work collaboratively with team and ownership to enhance operating performance.
- ♦ Oversee all aspects of property operations and ensure compliance with company and client policies and procedures.
- ♦ Recruit, develop and mentor property management team; direct performance evaluation process; and provide guidance and support with human resources matters.
- ♦ Facilitated property sale including due diligence, estoppels, and closing statement as well as transition to new owner.

#### **REIT MANAGEMENT & RESEARCH LLC**

Milwaukee, Wisconsin

*Senior Area Director. June 2008 to September 2014*

- ♦ Managed the local commercial real estate operations for Commonwealth REIT and several other REIT's with oversight of 28 employees and an office and industrial portfolio comprising 27 buildings and approximately 4 million square feet in Wisconsin and Illinois.
- ♦ Directed marketing and leasing efforts including selection and engagement of brokerage firms to represent properties. Collaborated and strategized with brokerage firms to maximize asset value. Oversaw marketing and leasing function including analyzing transaction economics, preparing/reviewing lease proposals, credit evaluation, and negotiating leases.
- ♦ Reviewed potential acquisitions and assisted in due diligence efforts. Facilitated several property acquisitions and transitions.
- ♦ Recruited, developed and mentored property management team; oversaw all aspects of property operations and ensured compliance with company policies and procedures; directed performance evaluation process; and provided guidance and support with human resources matters.
- ♦ Assisted in developing and executing annual operating budgets and business plans for properties.
- ♦ Reviewed and analyzed financial reports to ensure compliance with owner's objectives and worked with managers to enhance operating performance of portfolio.
- ♦ Collaborated with managers to develop and execute effective tenant relations programs.
- ♦ Provided support with management and execution of major capital improvement and tenant improvement projects, including reviewing and approving bids and negotiating contracts.

#### **TRANSWESTERN COMMERCIAL SERVICES**

Milwaukee, Wisconsin

*Vice President/Regional Manager. April 2004 to June 2008*

- ♦ Managed the local commercial real estate operations with oversight of 20 employees and an office portfolio comprising approximately 1.2 million square feet in the greater Milwaukee area.
- ♦ Collaborated and strategized with owners and brokerage firms to maximize asset value. Self-performed in-house leasing function for renewals and expansions including analyzing economics of transactions, preparing lease proposals, and negotiating leases.

**TRANSWESTERN COMMERCIAL SERVICES**

Continued

- ♦ Facilitated due diligence and preparation of closing documents during disposition of assets.
- ♦ Negotiated and executed management contracts for third-party management assignments. Built and maintained relationship with owner representatives.
- ♦ Directed the development and execution of annual operating budgets and business plans for properties; oversaw property management operations and ensured compliance with company policies and procedures.
- ♦ Reviewed and analyzed financial reports to ensure compliance with owner's objectives and to enhance operating performance of portfolio.
- ♦ Recruited, developed and mentored property management team; directed performance evaluation process; and provided guidance and support with human resources matters.
- ♦ Developed and executed tenant relations program and interfaced with tenant decision makers to ensure satisfaction with service and team.
- ♦ Provided support with management and execution of major capital improvement and tenant improvement projects, including reviewing and approving bids and negotiating contracts.

**GREAT LAKES REIT**

Milwaukee, Wisconsin

*Regional Leasing Manager. April 1998 to April 2004*

- ♦ Managed leasing and marketing functions for office portfolio comprising 1.4 million square feet in Wisconsin and Minnesota.
- ♦ Responsible for engaging and overseeing brokerage firms to market and lease vacancy, including negotiating listing agreements.
- ♦ Performed in-house leasing for renewals and expansions.
- ♦ Analyzed lease economics, prepared and/or approved lease proposals, negotiated leases, and managed lease encumbrances.
- ♦ Developed and executed marketing plans including property evaluation and repositioning, establishing leasing parameters, determining marketing budget, creating collateral materials, and implementing broker incentive programs and promotional events.
- ♦ Collected and analyzed quarterly market information and provided reports to corporate office for dissemination to stockholders. Generated and/or approved leasing assumptions for annual budgets.
- ♦ Engaged in asset management issues. Worked collaboratively with property management department on major capital improvements and other decisions affecting portfolio.

**THE JOHN BUCK COMPANY**

Milwaukee, Wisconsin

*General Manager. April 1993 to March 1998*

- ♦ Managed Milwaukee Center, a Class A high-rise office building and components of the attached mixed-use, multi-owner complex in downtown Milwaukee.
- ♦ Directed and/or performed the following marketing and leasing functions: development of leasing and marketing strategies including advertising program, financial analysis, credit review of prospective tenants, and lease negotiations.
- ♦ Prepared, reviewed and/or approved monthly financial and operational reports for third-party owner.
- ♦ Created and implemented comprehensive annual management and leasing plan and financial budgets.
- ♦ Human resource functions included hiring, staff development, and performance evaluations of ten person property management and engineering staff.
- ♦ Coordinated outside services, selected vendors and negotiated and drafted contracts.
- ♦ Orchestrated tenant improvements including review and approval of construction documents, and bidding, negotiating, and awarding construction contracts.
- ♦ Coordinated due-diligence on behalf of owner for the sale of Milwaukee Center.
- ♦ Extensively involved in the coordination and management of a three year, \$9 million exterior curtain wall remediation project.

**TRAMMELL CROW COMPANY**

Milwaukee, Wisconsin

*Property Manager*: May 1988 to March 1993

- ♦ June 1990 to March 1993: Managed several buildings within the Milwaukee Center complex including Milwaukee Center Office Tower, the Central Plant, the Galleria, a three-story office building and a four-level subterranean parking facility.
- ♦ Fall 1989 to May 1990: Managed 16 suburban office buildings comprising approximately one million square feet and 150 tenants. Properties ranged from single and multi-story office buildings to industrial/service centers.
- ♦ May 1988 to fall 1989: Managed four multi-story suburban office buildings (300,000 square feet).
- ♦ Duties for various properties included third party and in-house reporting, budgeting, cash flow analysis, expense recoveries, contract negotiation, and collection of aged accounts receivable.
- ♦ Managed daily operations including inspections and initiating and coordinating repairs, maintenance, capital improvements, and tenant improvements.
- ♦ Started up newly constructed building including bidding service contracts, establishing utility service, selecting common area improvements, and coordinating tenant move-ins.
- ♦ Involved in refinancing and sale of various assets. Prepared estoppel certificates, subordination agreements, and income and expense pro forma.

**EDUCATION**

**MARQUETTE UNIVERSITY**

Milwaukee, Wisconsin

Bachelor of Arts degree with Spanish major and business minor. May, 1988.

- ♦ Graduated magna cum laude.

**PROFESSIONAL DESIGNATIONS**

- ♦ Wisconsin Real Estate Brokers License. Acquired June, 1993.
- ♦ Certified Property Manager (CPM), Institute of Real Estate Management. Acquired August, 1997.

**PROFESSIONAL AFFILIATIONS**

- ♦ Institute of Real Estate Management
- ♦ Southeastern Wisconsin Commercial Association of Realtors
- ♦ Building Owners and Managers Association
- ♦ Board Member -- Business Improvement District 15 for Milwaukee River Walk

**REFERENCES**

- ♦ Available upon request.