

# Michael J. Goellner

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## Biography

Accomplished business leader in corporate real estate, managing strategy and service delivery of large development and brokerage for large institutional owners and Fortune 500 companies. Proven leadership throughout all phases of acquisition and disposition, including sourcing new opportunities, planning and execution of sales and marketing strategies, developing and analyzing financial models, driving energy efficient design and improving bottom line. Forward thinker with a track record of delivering cost savings and process improvements. Effective leader of team members, utilizing analytical, planning and problem-solving skills to materially enhance asset value. Versed in the nuances of complicated real estate transactions. Demonstrated success in master planning, equity creation, land development, and alliances, with a high attention to detail across a variety of product types- including office, industrial, retail, residential, healthcare and land.

## Education

### *Washington University in St. Louis*

- B.A.- Architecture/ Business Minor

## Certifications

- LEED Accredited Professional
- Certified Commercial Investment Member (CCIM)
- Licensed Real Estate Broker- Missouri

## Awards

St. Louis Business Journal- "30 Under 30"- (2006)

[http://stlouis.bizjournals.com/stlouis/stories/2006/07/17/focus15.html?jst=s\\_cn\\_hl](http://stlouis.bizjournals.com/stlouis/stories/2006/07/17/focus15.html?jst=s_cn_hl)

## Volunteer

Ladue Education Foundation Board

## Owners/ Tenants Represented

- Anheuser-Busch
- Multi Employer Property Trust (MEPT)
- Procter & Gamble
- Webster University
- Teach for America
- Charter Communications
- Lafarge Corporation
- Missouri Court of Appeals
- Express Scripts
- United Methodist Church
- Mercy Health
- Trammell Crow Company
- Missouri Development Finance Board

## Employment History

### **GRID REALTY, LLC- *Owner***

*2015- Current*

Founded GRID Realty to pursue development, consulting, brokerage, and ownership opportunities. Currently serving as Anheuser-Busch's broker, completing over 50 land sale transactions in excess of \$200M in revenue managing local brokers in multiple markets. Pursuing other sale and development opportunities on land owned in Virginia and Florida.

### **ANHEUSER-BUSCH/ INBEV- *Director Corporate Real Estate Development***

*March 2012- December 2014*

Responsible for AB/ InBev real estate holdings in U.S. and Canada. Developed and executed sales strategies for the remaining excess real estate at AB's/ Labatt breweries, Busch Entertainment (Busch Gardens/ Sea World) and Busch Properties, Inc.

- Utilized development background to navigate ownership through challenging real estate issues.
- Evaluated AB's extensive remaining land holdings to develop a targeted disposition strategy.
- Identified and resolved key entitlement issues to increase marketability and sales timeframes.
- Negotiated and led sales process with local brokers, developers, and government officials.
- Coordinated with tax, legal, and finance departments to reduce taxable gains through donation and sale of property through AB's charitable foundation.

### **CBRE/ TRAMMELL CROW COMPANY- *Senior Development Manager***

*2007- 2012*

Served as lead development manager for Trammell Crow Company's St. Louis/ Kansas City office, overseeing development of \$100M+ with pension fund equity from procurement, proposals, investment analysis, financing, tenant negotiation, design and construction. Acted as project lead with the following responsibilities:

- Sourced new business opportunities through research and community relationships.
- Performed site and comparative analysis for project feasibility and success.
- Obtained zoning approvals, coordinating with government officials.
- Coordinated local sales and marketing efforts.
- Led onsite construction management on owner's behalf.
- Developed proforma analysis and managed construction draws/ budgets for financing sources.

### **THE DESCO GROUP, INC.- *Senior Project Manager- Commercial Development***

*2002- 2007*

Development and onsite construction management responsibilities for the Old Post Office and Ninth Street Garage projects, representing \$80M+ of historic development experience in St. Louis' historical central business district.

### **DISCOVERY GROUP, LLC- *Associate- Development and Construction***

*1999- 2002*

Active in a broad range of mid to large-scale commercial real estate development assignments. Worked with Mercy Health on strategy/ location analysis for new urgent care centers.

## Notable Project Leadership Experience



### **ANHEUSER-BUSCH/ IN-BEV PORTFOLIO (2015)**

*U.S. and Canada*

Led sales and marketing to dispose of over \$200M in remaining excess land holdings in multiple major markets. This work involved coordination of local brokers and developers and internal stakeholders.



### **GATEWAY COMMERCE CENTER- 1,200 ACRE BUSINESS PARK (2013)**

*St. Louis, MO*

Worked with business partner to represent Trammell Crow Company/ MEPT at Gateway Commerce Center in all aspects of development, design and construction, as both an employee and independent contractor.



### **PROCTER & GAMBLE 2.1M SF Distribution Facility- \$104M (2013)**

*St. Louis, MO*

Managed the expansion of two separate 500,000 SF buildings owned by Trammell Crow to 2.1M SF total in order to accommodate P&G's new regional distribution requirements. Coordinated leasing, pricing, and ownership/ pension fund review and approval in a difficult economic environment. Helped coordinate the sale of the campus to JPM in 2013 as a profits interest partner, the largest private industrial sale in the country that year.



### **EXPRESS SCRIPTS HQ- PHASE II 180,000 SF T.I.- \$15M (2009)**

*St. Louis, MO*

Served as CBRE's construction project manager in Express Script's 180,000 sf Phase II headquarters tenant improvement build-out. This relationship provided valuable insight into ESI's operation.



### **OLD POST OFFICE- 250,000 SF Historic Redevelopment- \$50M (2007)**

*St. Louis, MO*

Served as development and construction manager for the Old Post Office redevelopment. Duties included coordination with national, state, and local officials, budgeting, architect and contractor management, historical compliance, leasing, and general management in a complex public/ private partnership. Developer's point of contact on site during the 18-month renovation, responsible for leading construction and design management teams on behalf of ownership group. Led team through a challenging construction environment. Successfully oversaw the completion of all base building tenant finish design and construction on time and on budget. Coordinated Tenant Finish for: Webster University, MO Court of Appeals, MO Secretary of State, MO Attny General, Pasta House Pronto, FOCUS St. Louis, Teach for America, St. Louis Public Library. This 250,000 square foot, \$50MM national historic landmark project won numerous local, state and national awards.



**NINTH STREET GARAGE- 1,050-Car Garage/ Retail- \$35M (2007)** *St. Louis, MO*

Served as project manager for the development and construction of a 1,050 car parking garage immediately adjacent to the Old Post Office. Development responsibilities included co-management of the abatement and demolition of the Century Building through legal opposition, architect and general contractor management, leasing, budgeting, and on-site owner's representation. This project involved extensive planning and coordination with the National Park Service and local community within a unique urban setting. The garage was turned over to the Missouri Development Finance Board at the end of 2007 and is fully leased.



**CHARTER COMMUNICATIONS HQ- 200,000 SF T.I.- \$10M (2001)** *St. Louis, MO*

Served as project manager for the relocation of Charter Communications' headquarters into a new 200,000 s.f. Class A facility. Performed due diligence items in accordance with the purchase and sale agreement, developed the project budget and worked with architects and planners to design and program the space. Obtained necessary permits, managed an aggressive 10-week interior construction phase, and lead weekly team meetings. Managed and submitted change order requests and pay applications in accordance with the contracts and project budget.



**LAFARGE REGIONAL HQ 20,000 SF New Const. \$3M (2001)** *Kansas City, MO*

Project associate for a new office building, pre-leased to Lafarge Corporation for its regional office operations. Represented Discovery Group, as owner/ developer, in all aspects of the development including site selection, zoning, financing, design collaboration, general contractor RFP's and negotiation, bidding and buyout analysis, project administration, and tenant coordination.