



**Alex Martinez**  
**Consultant**  
**John Burns Real Estate Consulting**  
Co-Chair YLG Workshop Committee

**How did you find your way into the industry?**

I grew up in Southern Orange County when most of the immediate neighborhoods around me were still being developed. Being able to witness developers take a piece of raw dirt and turn it into homes, shopping centers, and offices captivated me from an early age. I was also fortunate to have key family role models in the industry who were able to provide sound personal and professional guidance. Growing up with these influences set me on a career path to real estate development in which I strive to shape my education and professional experiences.

**What advice would you give to an emerging young leader just starting their professional career?**

Although I still consider myself in the early stages of my career, I have gained a few solid pieces of advice (through personal experience, mentors, seasoned industry veterans, and peer observation):

- Stay humble
- Ask questions
- Be adaptable
- Never half-ass it, stay in the moment, and give it 110%

Lastly, one of my favorite quotes on awakening the creative inner self came from my Uncle - “Begin by listening, instead of talking. Begin by giving, instead of taking. Begin by serving, instead of striving.”

**What traits do you think define a successful leader?**

A successful leader leads by example. He or she empowers their team to its full potential in order to successfully accomplish the team’s mission.

**What is your current job and what types of projects are you working on now?**

I work for a residential market analysis firm, John Burns Real Estate Consulting. My team provides market and feasibility studies to developers, home builders, and private equity.

**What do you find most challenging about your profession on a day-to-day basis?**

I analyze hundreds of data points for different residential product types primarily in west coast markets. Being able to sift through a vast amount of information and truly understand what is driving the market for a specific asset always proves to be a challenge (a challenge that I accept with open arms).

**What are you looking for in terms of career development - OR In what areas would you like to professionally develop further?**

I have a natural curiosity and a thirst for learning. I am always trying to figure out what contributes to a successful project. Determining a project's success will vary depending on the audience, but I define it as a project that provides a social benefit, is financially rewarding for all involved parties, and will functionally stand the test of time. Being in a position to understand and develop successful projects is how I landed where I am today and will shape my career path.

**Describe a situation that was a great learning experience.**

One of my grad school professors, George Rolfe, spearheaded the redevelopment of the Pike Place Market in Seattle over four decades ago. George and I were talking about a public private partnership deal and he told me two basic but valuable lessons that I keep in mind on all projects and deal making. He told me one, figure out how people are incentivized, and two, align interests.

**How do you deal with stress at work?**

When I feel stressed at work I typically take a step back and remember what is truly valuable in life. I then prioritize the tasks at hand and systematically work through those tasks one-by-one. Having a post-work workout routine also helps me decompress.