

# PAULA MUNGER

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## RESEARCH DIRECTOR

**Produce real-estate related thought leadership, influencing clients and key stakeholders in decision-making processes.**

Lead research teams across multiple sectors and geographical regions. Gather, analyze and synthesize large amounts of data and information to arrive at most meaningful and relevant insights. Communicate effectively across all levels, within and outside organization. Coach and mentor diverse teams. Expert writing, editing and presentation skills. Strong organizational and analytical skills.

## HIGHLIGHTED ACCOMPLISHMENTS

- Created and expanded research function for trade association, elevating its member offerings and positioning the organization as a thought leader in the industry.
- Provided clients with valuable insights and knowledge through development of advanced research tools and products in collaboration with business line units.
- Quoted in various business and real estate publications as trusted source for real estate information; presented market overviews, trends, and outlooks on panels at industry events.
- Ensured robust, accurate and up-to-date proprietary databases by conducting primary and secondary research, gathering and maintaining variety of economic and real estate metrics.
- Increased internal stakeholders' market knowledge, ultimately improving revenues, by publishing quarterly statistics / market reports, presenting market indicators and trends in format that was easily understood.
- Enhanced firm's reputation as knowledge leader by writing speeches for senior management related to market conditions, also created / conducted client presentations on myriad of topics.
- Oversaw production and wrote articles for The New Orleans and Gulf South Central Real Estate Market Analysis, an annual report widely recognized as key industry source for objective information on local market conditions.
- Influenced change in real estate tax policy for senior citizens by analyzing fiscal and budgetary impacts.
- Determined proper values of residential, office and institutional properties for various clients of appraisal firm by conducting market research and financial analyses.

## CAREER TRACK

**NATIONAL APARTMENT ASSOCIATION**, Arlington, VA

**2016 – PRESENT**

### **AVP, Industry Research & Analysis**

Established an active research program for NAA to include demographic, economic and market studies as well as research and analysis on topics of importance to the apartment industry. Produce reports

and other research products which aid NAA members in their business initiatives, as well as advocacy and public relations efforts for the industry.

**CUSHMAN & WAKEFIELD OF VIRGINIA**, Tysons, VA **2010 – 2015**

**Managing Director**, Business Line Research 2014 – 2015

Oversaw 5 high-level research professionals that supported firm's business units in multiple real estate sectors across U.S. Directed production of 10 to 15 reports, products or services per quarter. Led production of award-winning global and national research products and services, ranging from client webinars to blog posts to global forecasts. Partnered with educational institutions and industry organizations in production of thought leadership. Created and monitored report production schedules and budgets.

**Regional Research Director**, Mid-Atlantic / Southeast 2010 – 2014

Managed research activities for team of 13 researchers who covered all aspects of market research from Philadelphia to Miami. Created research products and services for internal and external clients, including quarterly and year-end reports, topical white papers, and bespoke reports. Managed research products for clients that included regional and national firms such as Citi, PN Hoffman, Mack-Cali, and Washington Real Estate Investment Trust.

**UNIVERSITY OF NEW ORLEANS REAL ESTATE RESEARCH CENTER / REAL PROPERTY ASSOCIATES**, New Orleans, LA **2003 – 2006**

**Research Consultant**

Conducted studies such as needs assessments, feasibility studies, and market reports covering residential, office, industrial, retail, and hotel markets in greater New Orleans area.

**CUSHMAN & WAKEFIELD, INC.**, New York, NY **1993 – 2002**

**Assistant Director**, Research Services

Managed staff of 14 researchers in 5 offices. Oversaw daily maintenance of proprietary database containing information on over 1.5B square feet of office and industrial space. Supported two hundred leasing and investment brokerage professionals.

**NEW YORK CITY OFFICE OF MANAGEMENT AND BUDGET**, New York, NY **1990 – 1993**

**Senior Analyst**, Tax Policy, Revenue Forecasting & Economic Analysis Task Force

Monitored revenue and developed forecasts for real estate taxes to aid in determining fiscal conditions of New York City. Projections integrated into the \$8 billion budget. Developed econometric model to forecast assessed values of real property, as well as vacancy and rental rates. Conducted fiscal impact studies as a result of proposed changes in tax policy.

## **ADDITIONAL EXPERIENCE**

**THE FEDERAL RESERVE SYSTEM**, Richmond, VA / New Orleans, LA **2006 – 2010**

**Financial Analyst III**, Currency Technology Office 2007-2010

**Economic and Financial Education Representative**, Public Affairs 2006-2007

## **EDUCATION**

**Bachelor of Arts**, Economics, Concentration in Finance / Management, State University of New York College at Buffalo, Buffalo, NY

Graduate level courses at New York University, Institute of Real Estate, New York, NY

## **MEMBERSHIPS**

- Commercial Real Estate Women
- National Association for Business Economics
- Real Estate Board of New York (past member)
- Urban Land Institute
- Counselors of Real Estate
- NYC Economic Advisory Council (past member)