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Profile

Goldberg invests in rewarding career in real estate

by Jennifer Hayes

David Goldberg invested in a real estate career in which he gets to do a little bit of everything with a lot of great people – and he wouldn't have it any other way.

"I love the people in this business," said Goldberg, a principal with Alberta Development Partners LLC, who above all else relishes the relationships real estate has afforded him. "Generally speaking, the people in this business are the ones I want to be friends with. They are great."

It was friendship, too, that steered Goldberg away from a career as an investment banker. Following graduation from the University of Pennsylvania with degrees in entrepreneurial management and U.S. history, Goldberg met with a friend in investment banking who told him how miserable he was in the business.

That spurred Goldberg to turn down a high-paying job in the industry and accept a less lucrative job in a field he always had an interest in – commercial real estate.

Goldberg, whose father was a general contractor, started his career as an office broker in Philadelphia and then moved to New York



David Goldberg

before returning to his native Denver in 1995.

Goldberg began working at Pacifica Holding Co., where he was an asset manager, leased an office portfolio of more than 2 million square feet and served as project manager for several speculative and build-to-suit developments.

As well, "The people I met there influenced my career," Goldberg said of David Fried, Steve Leonard and Chetter Latcham, each of whom helped shape his career. He has been responsible for the development of more than 8 million sf of retail, office and industrial space.

When Pacifica sold its office portfolio to Mack-Cali Realty Corp. in 1998, Goldberg served as director of development and leasing for Mack-Cali before joining Latcham at Shea Properties.

During his five years with Shea, Goldberg was vice president of development and leasing for the company in Colorado, where he was responsible for leasing and asset management as well as the development of more than 2 million sf of office, industrial and retail projects.

Today, Goldberg, as a principal with Alberta, is primarily focused on entitlements, public finance, leasing and project management for the firm whose current projects include the redevelopment of Southglenn Mall into the mixed-use Streets at SouthGlenn and an 800,000-sf retail project at the corner of Parker and Arapahoe roads.

Alberta Development specializes in the acquisition, development and investment of retail, mixed-use and residential real estate opportunities in the western United States.

The business also provided a personal perk for Goldberg, who met his wife, the former Ashley Cherry, on the board

of Brokers Benefiting Kids. The two recently celebrated the birth of their daughter, Abigail.

Family is very important to Goldberg, who enjoys spending time with them as well as drawing inspiration from them – in particular his father, Michael Goldberg.

Outside of his family, Goldberg is an avid skier and sports fan, and plays basketball, flag football and golf. Goldberg was chairman of BBK this past year, his 12th year of being involved in BBK. As well, he is one of five hosts for the Big Sticks Invitational benefit golf tournament and is active with The Children's Hospital.

Goldberg also is a member of the National Association of Industrial and Office Properties, Society of Industrial and Office Realtors, International Council of Shopping Centers and Denver Metro Commercial Association of Realtors.

Goldberg's attributes his success, however, to the people-oriented nature that he loves so much about the business.

"It's trying to make deals, not get in the way of them," said Goldberg. "Simply, I try to treat people the way I want to be treated."▲