

RUDOLPH E. MILIAN, CRX, CSM, CMD

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EMPLOYMENT BACKGROUND

WOODCLIFF REALTY ADVISORS, LLC - Woodcliff Lake, NJ • <https://www.woodcliffllc.com>

Woodcliff provides management consulting for shopping center companies, retailers, commercial real estate organizations, communities and investors. Two dozen experts in most facets of commercial real estate help bring solutions to clients for maximizing the potential of income producing properties.

*January 2016
to present*

President and Chief Executive Officer
based in New Jersey (presently employed)

Responsible for running the day-to-day business, which includes consulting for shopping center companies, retailers, commercial real estate organizations, communities and investors. As CEO, duties include assigning work to affiliated consultants, monitoring work, evaluating work and directing assignments. Specialties include analysis of income producing commercial retail real estate performance and potential for increasing income and reducing expenses, assisting clients with evaluating real estate holdings, competitive analyses, structuring partnerships, raising equity, leasing, tenant coordination, marketing, and publicizing products and services for commercial real estate companies.

INTERNATIONAL COUNCIL OF SHOPPING CENTERS, INC. (ICSC) - New York, NY • <http://www.icsc.org>

Founded in 1957, the not-for-profit ICSC is the trade association of the shopping center industry assisting its 70,000+ members in 102 countries in the development of their businesses by offering services including professional education, conferences and deal-making conventions, publications, research and legislative activity.

*August 1996
to present*

Senior Vice President, Industry Best Practices
based in New York (presently employed)

During a lengthy tenure at ICSC, played a major role in the high-growth trajectory and innovations of the global trade group comprising more than 70,000 members in 102 countries. Through involvement and oversight of many facets of ICSC I interacted with, learned from and built relationships with the giants of the industry. Over many years, responsibilities included oversight of many key areas including education, professional certification, awards, publications, membership, volunteer activities, the operations of Value Retail News and the news media department.

DeBARTOLO PROPERTIES MANAGEMENT, INC. - Youngstown, OH • <http://www.simon.com>

A subsidiary of DeBartolo Realty Corp. (NYSE/EJD) – successor to the Edward J. DeBartolo Corporation, established in 1945 – responsible for management of retail properties owned by affiliates and non-affiliated third parties. Merged with Simon Property Group (NYSE/SPG) in 1996 to form the country's largest retail real estate investment trust (REIT).

*May 1994 to
August 1996*

Vice President, Property Management
based in Youngstown, OH

Property management: Responsible for property management of 28,835,400 square feet of total retail area comprising 28 regional and super regional enclosed shopping malls and 9 community centers with center section GLA of 10,126,904 square feet. This included cumulative earnings before interest, taxes, depreciation and amortization (EBITDA) of \$196,796,700, funds from operations (FFO) of \$99,628,500, property operating budget of \$118,809,400, consumer marketing budget of \$15,658,400, specialty leasing (temporary tenant) income of \$11,235,200, and total retail sales of \$4.3 billion. Responsible for 1,540 employees located in nine states.

Asset management: Responsible for asset management of six regional and super regional shopping malls comprising 4,607,500 square feet of total retail with total EBITDA of \$32,273,400

and FFO of \$25,303,000. Duties included coordination of development functions, including renovations and expansions, leasing strategy, approving lease deals, financial reporting and liaison with joint venture partners and owners' representatives.

Other responsibilities, assignments and achievements: Placed in charge of developing a task force for evaluating a large retail portfolio for acquisition, devising a new property business plan format and overseeing the process, implementing a professional development program for field personnel, revising the company's procedures manual, developing the fee management business, overseeing the transitional management of newly acquired properties, and preparing an incentive program for motivating field staff to improve the properties' financial performance.

June 1991
to May 1994

Corporate Manager, Shopping Center Operations

based in Youngstown, OH

Overall responsibility for management of four regions including personnel, operations and joint venture relations. Achievements included reduced operating expenses through streamlining and the establishment of a joint venture reporting system.

January 1987
to June 1991

Regional Manager, DeBartolo Western Region

based in Dallas, TX

Headed DeBartolo's western regional office responsible for property management of DeBartolo's real estate portfolio west of the Mississippi, which included mixed-use developments, super regional shopping centers, community centers and office buildings. Responsibilities included all facets of management, operations, marketing and generating income for these properties. Staff under supervision included a regional marketing manager, regional facilities manager, regional security manager and all property general managers. Accomplishments included the highly successful grand openings of Rivercenter in San Antonio and New Orleans Centre, increased revenues and EBITDA, improved marketing of all properties resulting in increased share of local and tourist/conventioneer markets.

January 1985
to January 1987

General Manager - Omni International of Miami

based in Miami, FL

Responsible for the management of this mixed-use development including a nine-level parking garage with revenues in excess of \$1.3 million. Major accomplishments included a \$600,000 reduction in expenses, a restructuring of staffing and responsibilities, an increase in parking revenues, a new temporary tenant specialty leasing program resulting in over \$1 million in extra income — some converting to permanent tenants, and the overall increase in net operating income.

COUSINS PROPERTIES, INC. - Atlanta, GA • <http://cousinsproperties.com>

A real estate investment trust (REIT), founded in 1962 (NYSE/CUZ), responsible for the acquisition, financing, development, management and leasing of shopping centers, office buildings and residential properties.

September 1979
to January 1985

Marketing Director - Omni International of Miami

based in Miami, FL

Duties involved the planning, organizing, supervising staff and implementing programs in all phases of marketing. Responsibilities included travel throughout North America, Central and South America, and Europe to promote tourism business, all areas of advertising, sales promotion, special events, market research, cooperative programs with merchants and outside sponsors, and public relations acting as media spokesperson. Directly responsible for managing the businesses of the merchants' association, and serving as president of Midas Advertising in-house agency — both independently operated corporations. In five years, achieved a stunning sales-per-square-foot growth to three times the then national average for regional shopping centers.

SHELL'S CITY LIQUORS & LOUNGES - Miami, FL

A Division of Hill Bros., Inc. A chain of retail liquor stores, lounges and private clubs in Florida.

August 1973 to **Advertising Director,**
September 1979 *based in Miami, FL*

Responsible for developing and implementing marketing programs for retail stores, private clubs, and cocktail lounges. Duties included media buying, implementing and interpreting market research, supervising the marketing and special events for retail outlets. As a key executive, I was involved with the stores' operation and merchandising, sometimes overseeing inventory and management as well as sitting on the company's executive committee.

EDUCATION AND PROFESSIONAL CERTIFICATIONS

January 2013 International Council of Shopping Centers (ICSC) - New York, NY
Accredited Certified Retail Property Executive (CRX)

January 1994 International Council of Shopping Centers (ICSC) - New York, NY
Accredited Senior Certified Shopping Center Manager (SCSM) and Senior Certified Marketing Director (SCMD)

September 1987 ICSC - New York, NY Accredited Certified Shopping Center Manager (CSM)

August 1987 Michigan State University - E. Lansing, MI
Post-graduate training under the School of Continuing Studies - ICSC Management II Institute

August 1985 Michigan State University - E. Lansing, MI
Post-graduate training under the School of Continuing Studies - ICSC Management I Institute

September 1982 ICSC - Accredited Certified Marketing Director (CMD)

August 1982 Michigan State University - E. Lansing, MI
Post-graduate training under the School of Continuing Studies - ICSC Marketing Institute

October 1978 University of Miami - Coral Gables, FL
Post-graduate training under the School of Continuing Studies - in advertising

May 1972 Miami-Dade Community College - Miami, FL
Degree in Marketing

HONORS AND PROFESSIONAL ACTIVITIES:

PROJECT REAP <http://projectreap.org>

- Assistant Secretary and Member of the Board of Directors 2012-2015

INTERNATIONAL COUNCIL OF SHOPPING CENTERS FOUNDATION <https://www.icsc.org/who-we-are/foundation>

- Assistant Secretary and Member of the Board of Directors 2012-2015

INTERNATIONAL COUNCIL OF SHOPPING CENTERS (ICSC) • <http://www.icsc.org>

- Ohio State Director 1995-96
- Faculty, School for Professional Development 1988-96
- Certified Shopping Center Manager (CSM) Admissions and Governing Committee 91-96
- Ohio State Operations Chairman 1993-1995
- MAXI Awards Chairman 1993
- Book Editor, *ICSC - Library of Marketing Forms* 1993
- North Texas/Oklahoma State Director 1991,
- State Operations Chairman 1990-1991
- Chairman, State of Florida Kids Campaign 1986
- MAXI first place and merit awards recipient 1984, 1985, 1988, 1989, 1993
- Speaker at most ICSC conventions and many conferences and regional meetings 1986-1996

YOUNGSTOWN STATE UNIVERSITY (YSU) • <http://www.yzu.edu>

- Board of Advisors, YSU College of Business Administration 1992-95

- Recruiting Committee for Dean of YSU College of Business Administration 1994-95

ADVERTISING FEDERATION OF GREATER MIAMI (AMERICAN ADVERTISING FEDERATION) • <http://www.aaf.org>

- Member, Board of Trustees, Advertising Federation of Greater Miami 1984-87
- Chairman, Board of Trustees, Advertising Federation of Greater Miami 1984-85
- President and Chief Executive Officer, Advertising Federation of Greater Miami 1983-84
- President Elect, Advertising Federation of Greater Miami 1982-83
- Second Vice President, Advertising Federation of Greater Miami 1981-82
- Member, Board of Directors, Advertising Federation of Greater Miami 1980-85

OTHER PROFESSIONAL ORGANIZATIONS –

- Member, U.S. Green Building Council 2008 to present
- Member, International Council of Shopping Centers 1980 to present
- Member, American Society of Association Executives 1997- 2016 • <https://www.asacenter.org>
- Member, Retail Advertising & Marketing Association 1997- 1999 • <https://nrf.com>
- Honorary City Councilman, City of Memphis, TN 1990 • <http://www.memphistn.gov/Government/City-Council>
- Author of two books and *The RetailGreen Agenda* (2008) and *Green Tactics from Retailers and Shopping Centers* (2010) and several articles published in trade publications and daily newspapers
- Member, Urban Land Institute (ULI) 1985-86 • <https://uli.org>
- Trustee, Greater Miami Chamber of Commerce 1985-86 • <http://www.miamichamber.com>
- Chairman, Omni/Venetia Beautification Committee, City of Miami 1985 • <http://www.miamigov.com/home/>
- Director, Greater Miami Convention & Visitors Bureau 1985-86
 - <http://www.miamiandbeaches.com>
- Member, Editorial Advisory Board, South Florida Business Journal 1984-87
 - <https://www.bizjournals.com/southflorida/>
- Member, Building Owners and Managers Association International (BOMA) 1985-87
 - <http://www.boma.org>
- Member, Marketing Advisory Board, Miami-Dade College 1983-86
 - <http://www.mdc.edu>
- Guest speaker and lecturer for many organizations including:
ICSC in the U.S., Canada, Mexico, El Salvador, China and Spain, Appraisal Institute, French Council of Shopping Centres, Florida Council of Shopping Centers, Northwest Marketing and Management Association, Miami-Dade, Community College, American Marketing Association (AMA), Advertising Federation of Greater Miami, Broward Community College, Youngstown State University, City of Garland, TX, City of San Antonio, TX, City of New Orleans, LA, Asociación Española de Centros Comerciales – Spain, Miami-Dade (FL) Department of Tourism – Argentina, Colombia, Chile, Mexico

Fluent in English and Spanish

REFERENCES AVAILABLE UPON REQUEST