

Commercial Real Estate

10 New York City executives to watch in 2023



By Julian Nazar and Leonard A. Robinson – New York Business Journal
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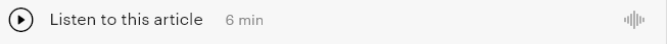
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The New York Business Journal's People to Watch list for 2023 samples from several business sectors, a reflection of the ever-changing news cycle in New York, and highlights the executives and companies that we expect to make headlines over the next 12 months.

Our list this year spotlights business decision-makers who are looking to expand their companies' footprint and influence in the New York market as well as individuals behind key economic development projects that will offer a space for businesses to flourish in 2023.

Here's a look at 10 executives we'll be watching in 2023:



Verada Retail's Managing Partner and Co-Founder Nathaniel Mallon.

NATHANIEL MALLON

Nathaniel Mallon, co-founder and managing partner at Verada Retail

[Nate Mallon](#), along with [Brendan Thrapp](#), launched retail platform and brokerage Verada Retail in May. Since then, Mallon estimates he has leased around 100,000 square feet in Brooklyn. One of those leases was helping Brooklyn Brewery [relocate in Williamsburg](#), which he considers to be the best deal of his career.

Verada Retail will move its office to Midtown in the first quarter of this year and expects to double its number of agents by Q2. His personal goal is to lease more than 100,000 square feet next year. Now that his company is off the ground and running, Mallon said that 2023 is all about getting up to cruising altitude.



MG2's Principal Melissa Gonzalez.

Melissa Gonzalez, principal at global architecture and design firm MG2

[Melissa Gonzalez](#) helps retail brands build deeper connections with their customers by creating immersive physical environments.

In March, she was recognized by Women's Wear Daily as one of the "25 Most Influential Women Leaders in 2022."

This year, she worked with the retail brands Ever/Body, Alpha Industries, and Waterford to open brick-and-mortar stores in New York City. Her team also launched the Victoria Secret Bombshell Gardens pop-up, which brought more than 90,000 visitors to The High Line park in Chelsea.

Her New York office expects to be involved in multiple retail, residential, and mixed-use projects across the country including the renovation of three pre-war apartments in New York City as well as the opening of a brick-and-mortar store at Long Island's Roosevelt Field shopping mall.



Jersey Mike's Founder and CEO Peter Cancro

Peter Cancro, founder and CEO of Jersey Mike's

Under [Peter Cancro's](#) leadership, business has gone up 40% at Jersey Mike's in the last three years.

This year, the sandwich chain was recognized by QSR Magazine as the fastest-growing fast-food chain in the U.S. Jersey Mike's currently has three brick-and-mortar locations and three ghost kitchens open in New York City.

Next year, the sandwich chain will open its first Manhattan location and has seven locations in the pipeline for Long Island. Expect to see more Jersey Mike's locations open around New York City.



Showcase's CEO Samir Kulkarni
MEMORIES MEDIA

Samir Kulkarni, CEO of Showcase

As CEO of Showcase, [Samir Kulkarni](#) has overseen the expansion of the Ontario-based viral products retailer into the U.S. market. This year, Showcase, which has its U.S. headquarters in upstate New York, opened its [second location in the New York City area](#) and is on track to open two more stores in New York malls before the year ends.

With the rise of experiential retail – or "retailtainment" – stores aiming to provide a memorable shopping experience like Showcase have emerged throughout the city.

Although Showcase's retail strategy primarily focuses on malls, Kulkarni told the New York Business Journal that the company is working to translate its store concept to street fronts. He said that he would love to have stores in Manhattan in 2023.



CityPickle's co-founders Mary Cannon and Erica Desai
CITYPICKLE

Mary Cannon and Erica Desai, co-founders of CityPickle

[Mary Cannon](#) and [Erica Desai](#) introduced their business CityPickle to New York this year in the form of a month-long pop-up. Next year, they will be opening [New York City's first indoor pickle ball club in Queens](#), which combines indoor courts for the fastest-growing sport in the country with food and beverage offerings.

The two are also planning to continue to do pop-ups throughout the city in notable public spaces in 2023. They told the New York Business Journal that their goal is to open three to four locations in New York City within the next two years.

Scott Metzner, principal at Janus Property Group

As principal of Janus Property Group, [Scott Metzner](#) has been pivotal in the development of Manhattanville Factory District, a mixed-use neighborhood spanning more than 1 million square feet of real estate.

Janus opened the [Taystee Building](#), an 11-story building for life science tenants, in March. The space has grown in popularity with numerous early-stage companies inking deals for the space, including Eikon Therauepetics, which [grabbed 10,000 square feet of space in November 2021](#).



David Feder is principal of Weed Law.

DAVID FEDER

David Feder, founder and CEO, Weed Law

[David Feder](#) has spent much of his legal career providing counsel and guidance across all sectors of the cannabis industry. Feder [obtained a real estate broker license earlier this year](#) in hopes of being able to aid clients in procuring real estate in the competitive New York City market.

Feder told New York Business Journal that much of his passion for helping cannabis clients stems from his own experiences in the sector.



Monique Henley will lead New York City operations for Lendlease.

LENLEASE

Monique Henley, executive general manager, New York at Lendlease

Hired in October 2022, [Monique Henley is taking the realm of Lendlease's New York City development operation](#) during record-high interest rates and low office leasing numbers. Lendlease's current projects in the New York City metropolitan area include providing construction management for the Central Park Tower.

Prior to joining Lendlease, Henley spent 17 years at the Rockefeller Group where she was tasked with building the company's development pipeline.

Paul DiCarlo, managing director, acquisitions at Marx Realty

Marx Realty is among the numerous office landlords focused on repositioning and growing its real estate portfolio. The firm's 10 Grand Central building includes built-out floorplates, a revenue-generating outdoor terrace, and a [Porsche Taycan-operated car service](#).

In addition to repositionings, Marx Realty is also focused on acquisitions in New York along with Philadelphia and Washington, D.C. [where it acquired the former Washington Times-Herald building in 2020](#).