

PRESS RELEASE

Maia - Portugal · 15. March 2022

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Reify. appoints Brian Tucker as Global Head of Business Development

- Brian Tucker brings over 30 years of experience across Europe and in the USA in several real estate sectors.
- **Reify.** has offices in 13 cities, and completed over 300 projects in more than 30 countries

Reify. appointed a new Global Head of Business Development, to expand its growth ambition in multiple sectors and geographies, by building on its long-standing international footprint and unique competencies in Architecture, Engineering, Development & Project Management, Intelligence and Urban Planning.

Brian Tucker, **Reify.**'s Global Head of Business Development, holds more than 30 years of international experience in real estate having held senior investment and development roles with industry leaders such as Hammerson, ECE, Deka and Cushman & Wakefield. Whilst retail investment and development are his speciality, he also has strong experience in several other real estate sectors and has led complex refurbishments as well as the execution of challenging Investments throughout Europe and the USA.

Born in Scotland, in the UK, Brian has been based in Germany for the past three decades and speaks English and German fluently, while having a working knowledge of other key European languages. He is experienced in developing and leading teams and has established over the years a top-level network of senior executive contacts in the world of real estate.

Responsible for the Business Development & Client Care team, Brian will focus on expanding **Reify.**'s client base to design, manage and deliver inspiring urban projects globally.

Jorge Morgadinho, Managing Director, Reify., said: *"We are delighted to appoint Brian Tucker to this new role at Reify. Brian is a polyglot with an entrepreneurial spirit, who will enrich our company with his personal drive and extensive experience in the world of real estate and beyond."*

Brian Tucker, Global Head of Business Development, Reify., added: *"I am very pleased to be joining such a high-profile leader in the real estate market, which brings both its international reputation and the skill of its diverse teams to the table. With Reify. and Sonae Sierra, I look forward to addressing some of real estate's key challenges and finding sustainable solutions to drive our clients' businesses forward."*

About Reify.

Reify. is an integrated player that provides a full spectrum of real estate services – Architecture, Engineering, Development & Project Management, Intelligence and Urban Planning – necessary to create, change, or boost projects, assets and cities.



Reify. currently has offices in 13 cities and has already completed over 300 projects in more than 30 countries across a full range of real estate sectors. **Reify.** comprises a team of Urban Creators in multiple sectors such as Masterplanning, Mixed-use, Healthcare, Hospitality, Offices, Residential, Retail, Student Housing, Senior Living, Education, and Transportation.

Reify. is part of Sonae Sierra, a property company and full real estate services provider, globally active in Europe, South America, Asia and North Africa.

For more information, visit www.wearereify.com

About Sonae Sierra

We pursue an integrated approach to real estate. We find solid platforms from which we can create sound investments, all around the world. From shopping to public or living spaces, from management to turnkey projects, we are the most far-sighted partner to have when developing innovative concepts.

Sierra has 6 development projects and 1 expansion currently underway and approximately €8 billion in assets under management. The company also manages 10 investment vehicles for institutional or retail investors, worth € 4.8 billion in OMV.

For more information, visit www.sonaesierra.com