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Home > David Greensfelder



- [Print This Page](#) [1]

David Greensfelder

Board Member | Managing Principal, Greensfelder Commercial Real Estate

David owns and manages Greensfelder Commercial Real Estate which develops retail and mixed-use projects, provides fee-based project management services, and consults on market strategy, economics, and land use for institutional, civic, and private clients across the U.S. As a developer, consultant, and an experienced corporate real estate executive, David has driven more than 325 projects spanning 6.3 million square feet with an aggregate acquisition and construction cost exceeding \$700 million. David has managed real estate development programs including strategy and market entry for Fortune 25 companies. David also consults to financial institutions about retail and real estate trends. Most recently, David built a \$100 million new store pipeline for a retailer, helped a client acquire a publicly-traded competitor, and developed plans to reposition over 1 million square feet of retail and mixed-

use projects valued at over \$115 million. David graduated from Pitzer College (Claremont Colleges) with a degree in Business Economics. He lectures at UC Berkeley's College of Environmental Design and at the Fisher Center for Real Estate and Urban Economics-Haas School of Business, and at USC's Lusk Center for Real Estate Development. David is a founding member of the Oakland Retail Advisory Group, a ULI Urban Plan volunteer, and serves on ICSC's national Alliance Program advisory board where he has held various officer roles for over a decade.

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