



LERNER

REAL ESTATE GROUP

JOEL H. REICHMAN is a Partner in Lerner Real Estate Group, LLC. His background and experience are invaluable to clients of Lerner Real Estate Group, LLC. As an accomplished senior level executive with over thirty years of progressive retail management experience directing corporate strategy, business planning, merchandising, operations, team building, real estate and store expansions. His strong business acumen has allowed him to increase growth and drive productivity in highly competitive retail environments.

As President and Chief Executive Officer of Designs, Inc. from 1994 to 1999, Mr. Reichman led this company to the position of a leading retailer of exclusively Levi Strauss & Co. apparel and accessories. During his twenty-plus year tenure with Designs (1976 to 1999), he advanced from VP Operations, to Executive VP, to COO and ultimately to CEO. Under his leadership, Designs grew to more than 120 sites and sales of over \$300 million.

Throughout his career, by orchestrating strategic partnership/joint venture growth initiatives, identifying and sourcing key products/brands world-wide, and developing complementary management teams, Mr. Reichman has met numerous high level business goals. With experience in both publicly-traded and privately-owned companies and a real estate background with over 20 years experience (hundreds of deals negotiated) in retail site selection in multiple venues throughout the United States, Mr. Reichman is well equipped to handle the challenges of today's retail marketplace.

Joel Reichman
P: (978) 681-8990
F: (978) 681-4727
Email: joel@lernerre.com