CHRIS ROCHE

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PROFESSIONAL EXPERIENCE – EUROPE

OUR URBAN NATURE // Creative Director, *London* **01/2020 - Present**

- Founded a wide-ranging built environment consultancy business, serving private and public sector clients
- Generated $1.7m in revenue across 20+ clients/projects, working in partnership to develop 17,000 homes and 3m+ sqft of commercial space. The select projects detailed below illustrate the scope of my engagements:

Re:Shape Living *07/2023 - 07/2026*

- Developing product standards for portfolio of 3,000+ co-living beds in London from planning to delivery
- Authored ESG strategy across development and operational activities and achieved B-Corp certification
- Led customer experience of Ark Co-living portfolio of 1,000+ beds in London delivering 10%+ NOI growth

Positive Places *01/2024 - 08/2026*

- Development management of a $3.9m GDV, 24-unit hotel at Adrenaline Alley, Europe's largest urban sports park, with a novel modular build system to double the charity's annual revenue and grow their national impact on youth sports
- Secured planning permission for a 42-unit, $30m GDV housing development on the Devon coast

Reimagine City *01/2020 - 12/2023*

- Grew a strategic consultancy creating business plans for buildings that drive positive change, managing an 11-person team, tripling revenue year-on-year to >$800k across commercial, residential, and retail projects
- Holistic asset management of Shepherd's Bush Market (116 retail units and 55,000 sqft of street trading space), responsible for modernising the market, growing revenue and rationalising operational costs.
- Development advisory alongside trader//community negotiations to secure planning permission in Dec 2023 for the adjacent 350,000 sqft office-led scheme with two new buildings and refurbishment the market

Landsec *06/2021 - 06/2022*

- Development manager for London Southside and W12 master plan projects transforming existing shopping centers into residential-led mixed-use projects delivering 4,000+ homes and 450,000 sqft of commercial space with a combined GDV $2.6+ billion
- Delivered an outlet platform strategy to double sales densities across Gunwharf Quays, Clarks Village, and Braintree Village (3 of the top 10 UK outlet centres) driven by new hospitality oriented capex projects

Old Oak & Park Royal Development Corporation *06/2020 - 06/2021*

- Led the strategic architectural feasibility study and financial modelling to deliver 9,100 homes and 12,350 jobs which formed the evidence base for the Local Plan approval in June 2022
- Helped draft the strategic outline business case to central government for $1.3+ billion of enabling infrastructure financing alongside Homes England, including valuations, engineering and land assembly

SABBATICAL // Patagonia→Nosara→Los Angeles→Chicago→Boston→Brighton→Marrakech→London **12/2018 - 12/2019**

THE COLLECTIVE // Acquisitions Director, *London* **12/2016 - 11/2018**

- Secured pipeline of 1,247 coliving beds and 200,000 sqft of commercial space in London, Frankfurt, and Berlin managing a team responsible for sourcing, underwriting and financing deals
- Assisted in the development of planning guidelines for coliving in London which became formal GLA policy in 2022

VALUE RETAIL // Development Manager, *London* **08/2015 - 11/2016**

- Development management of luxury outlet shopping centre expansions in Ireland, England, and Italy, delivering 93 new stores and best-in-class guest experiences; aggregate development value over $230m GDV

PROFESSIONAL EXPERIENCE – UNITED STATES

CALIFORNIA LANDMARK // Acquisitions + Development Manager, *Los Angeles* **05/2013 - 07/2015**

- Delivered 161 multifamily units and 15,000 sqft of commercial, achieved planning consents for 175 units and 25,000 sqft of commercial and acquired a pipeline of 570 units and 120,000 sqft of commercial across 8 projects

CITY VENTURES // Development Associate, *San Francisco* **09/2011 - 05/2013**

- Managed due diligence, planning and construction of $150m worth of housing projects, delivering 80+ multi-family units and building a pipeline of 250+ units, growing the Northern CA division from $1m to $5 million in annual profit

CRAIG LAWSON & COMPANY // Assistant Project Manager, *Los Angeles* **06/2009 - 09/2011**

- Provided real estate planning and zoning services, pre-development feasibility analysis as well as government and community relations advice to commercial, residential, and institutional clients on projects across Los Angeles

EDUCATION

UNIVERSITY COLLEGE LONDON // *London* **09/2024 - 09/2025**

Bartlett Faculty of the Built Environment - Institute for Innovation & Public Purpose

Master's of Public Administration in Innovation, Public Policy, & Public Value

- *Thesis - Catalysing Urban Resilience: How Climate Shocks Drive Change in Cities, A Case Study of NYC & LA*
- *Core courses in heterodox economics, innovation policy, digital public infrastructure and policy analysis*

UNIVERSITY OF CALIFORNIA LOS ANGELES // *Los Angeles* **06/2013 - 06/2015**

Post-graduate Professional Courses for Real Estate Finance Certificate

- *Core courses in finance, construction management, investment analysis, accounting & property law*

UNIVERSITY OF SOUTHERN CALIFORNIA // *Los Angeles* **08/2006 - 05/2010**

Price School of Public Policy

B.S. in Public Policy, Management & Planning with a Concentration in Real Estate Development

Minor in Psychology

- *Thesis Project - Redondo Beach King Harbor Pier Revitalization Plan*

LEADERSHIP & VOLUNTEERING

BANDS ON BEDS // Co-founder, *London* **01/2025 - Present**

- Live music charity supporting musicians on tour with grants for their accommodation needs, ensuring they get the rest they need and stay healthy to deliver the best live performance possible and maintain their mental health
- Our 2025-2026 trial supported 10 headline tours and 25 artists with single night stays across the US and UK
- We have partnered with Harper House Music Foundation and raised over $1 million to support 50+ annual tour grants and will open our first venue and hotel concept in 2028 with plans to expand across the US and UK

URBAN LAND INSTITUTE // Global non-profit shaping the built environment, *Europe & US* **08/2009 - Present**

- **London** (2015-2026) *Sustainable Development Product Council & Young Leaders Committee*
- **Los Angeles** (2013-2015 + 2009-2011) *Co-chair of Community Service & Chair of Programming*
- **San Francisco** (2011-2013) *Active member assisting with events and regular volunteering*

SOFAR SOUNDS // *Innovative live music community hosting gigs in 400+ cities* **05/2014 - 12/2024**

- **London** (2015-2024) *Brand Ambassador, Artist Liaison, and Host of 300+ shows throughout the city*
- **Geneva** (2016-2018) *Founded the City and grew the team to host 1+ show per month sustainably*
- **Los Angeles** (2014-2015) *Host & Volunteer*

OFF THE STREETS // Volunteer, *Development Manager delivering a homeless shelter* **11/2021 - 06/2023**

IMAGINE LA // Volunteer, *Helped a young homeless family enter sustainable living* **10/2014 - 09/2015**

EVOLUTION VOLLEYBALL CLUB // Head Coach, *Boys 17 & Under Team* **09/2013 - 07/2014**

REBUILDING TOGETHER // Volunteer, *Installed accessibility measures for households in need* **03/2012 - 05/2013**