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Contact: Lyle Landowski, (414) 278-6827; lyle.landowski@colliers.com

NAIOP-WI Appoints Kirsten Lee Villegas as Chief Executive Officer

(Milwaukee, WI) – NAIOP Wisconsin, the Commercial Real Estate Development Association, has appointed Kirsten Lee Villegas, to serve as the organization's new Chief Executive Officer. Villegas will begin her post on July 20, 2015 and will oversee the day-to-day business operations of the association and execute the strategic initiatives set forth for by the Board of Directors. Her main focus in this capacity will be to ensure association goals are carried out successfully to develop further relationships with state and local government bodies, grow NAIOP's state-wide membership base, and lead advocacy efforts on the behalf of the commercial real estate development community.

"As NAIOP launches into our second decade, we couldn't be more thrilled to have Kirsten leading the organization forward. After a comprehensive executive search, we were particularly impressed by Kirsten's extensive background in both the non-profit and corporate sectors, specifically her experience in strategic communications and development. This combined with a proven and creative approach to membership and financial growth, made Kirsten a clear choice to lead NAIOP-WI's efforts to serve our membership and the commercial real estate development industry throughout Wisconsin," said Lyle Landowski, President of NAIOP-WI.

Villegas, who has more than 20 years of experience in the nonprofit and private sectors, was formerly the State Executive Officer of the Wisconsin Builders Association, where she was responsible to oversee the administrative, financial, marketing, public relations, and long-term strategic planning for the Madison-based trade association, and worked with the Executive Officers from 23 local chapters across the state to bring even greater impact to their respective organizations and increased value to their members.

Prior to her tenure at the WBA, Villegas served for five years as President and CEO of the Waukesha County Museum where she helped lead an effort to bring the long-awaited Les Paul exhibit to the Museum. The exhibit, which honors the Waukesha music legend, opened in the summer of 2013. She was also overseeing studies to help the museum become more of a 21st century regional and cultural center.

Villegas has also held executive level positions with Manpower International, Alverno College, and Relevant Radio, and also provided high-level consulting services to Wisconsin-based organizations such as R.A. Smith, Catholic Knights, Charter Films, and the School District of Kettle Moraine.

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NAIOP-WI, the Commercial Real Estate Development Association, is the Wisconsin Chapter of the leading trade association for developers, owners and professionals of commercial, industrial and mixed-use real estate. With over 300 members serving the State of Wisconsin, the organization promotes responsible, sustainable development that creates jobs. The organization is committed to enhancing the economic growth of Wisconsin and the business opportunities of its members and to improving the professionalism and image of the industry and the quality of life in our communities. For more information, visit www.naiop-wi.org.