

Bernel Hall, President, and CEO of the Invest Newark

"Over the past 20 years, and across 36 states, Bernel has executed more than \$5 billion in real estate investment, lending, and disposition transactions for multifamily, retail, office, and hotel properties. A former investment banker, public housing executive, and real estate finance professor, Bernel is an expert in large, multi-faceted public-private real estate transactions.

Under the vision of Mayor Ras J. Baraka, Bernel has spearheaded the adoption by Newark of a **Land Bank**, to efficiently and profitably target blight in the City, is rebranding the CEDC as **Invest Newark** to unleash local economic development in all its forms, and has taken the lead in promoting **Newark Fiber**, Newark's super high-speed internet provider.

Most recently, Invest Newark launched "The Language of Capital," an 8-week series that provides financial literacy and business management classes to local and MWBE businesses in preparation for institutional investment."

Attachments area