



Nikki Greenberg

Real Estate Development | PropTech | Global Innovation

Nikki is the founder of Women in PropTech, the leading global organization for individuals with an interest in innovation and the future of real estate. She entered the property industry through her established career in architecture, having worked with Lend Lease and Koichi Takada Architects. She worked as a designer on diverse projects as mega-malls in China, hotels in India, high-end interior design at Bondi Beach, multi-residential interior design, and new master-planned communities.

Her ability to think laterally to find smart design solutions is complemented by her strong business acumen. In her most recent position leading the marketing team of the Fortune-500 global developer Greenland Holdings Group in Australia, she launched Park Sydney, a \$US1.2 billion mixed-use project in inner-Sydney, which in its first weekend of sales saw over 100 contracts signed. In 2012 while with Link she worked to develop marketing campaigns for residential developments, including Platinum and Washington Park which both won UDIA Awards for Excellence in Marketing. Currently, she resides in New York where she works with Terra Holdings (Brown Harris Stevens and Halstead Development Marketing) on luxury new development campaigns.

Nikki is passionate and devoted to charitable and not-for-profit endeavors. She is the chair of ULI New York's Technology and Innovation Council. In 2015 she co-founded Propelle, a series of networking breakfasts for young property professionals. She previously chaired the Marketing and Public Relations Committee for the NSW Chapter of NAWIC. In 2005 Nikki could be found in Thailand and Pakistan where she lent her expertise to rebuilding villages affected by the South East Asian Tsunami and Kashmir earthquake respectively.

Nikki holds a Master of Commerce (International Business), Master of Architecture, and Bachelor of Architecture with Honors, all from the University of New South Wales in Sydney, Australia. She is now based in New York City.