



Julie Brand Lynch
Chief Talent Officer

Over the last 20 years, Julie has developed a distinguished reputation as a real estate executive and professor teaching for the top real estate programs in the United States.

Her unique diverse career experience in commercial real estate, strong academic background, and forward-thinking approach to course development has been recognized by real estate industry associations. Julie has had many successes presenting at international, national and local real estate industry association conferences, delivering tremendous value to the association's members.

Julie's comprehensive career in real estate spans the entire development process from market research, development, finance, brokerage, asset management to running a real estate company. During her career she has transacted over ten billion dollars of commercial real estate. She has worked for prestigious national and regional companies to include: Prudential Real Estate Investment Group, NationsBank, Provident Bank of Maryland, Spaulding & Slye (acquired JLL), Oliver T. Carr Company (acquired by CarrAmerica), REALM and Principal of Real Estate Masters brokerage firm.

SPECIALTIES

- + Adjunct Real Estate
- + Real Estate Finance
- + Real Estate Talent Management

YEARS IN INDUSTRY 30+

PROFESSIONAL AFFILIATIONS

- 2006 – 2019 IREM Partner Member
Past Board of Directors
- 2005 – 2019 SMU Real Estate Society
- 2005 – 2019 CREW Member &
Previous Board of Directors
- 1995 – 2018 Member & Past President
Johns Hopkins University
Real Estate Forum
- 2016 – 2017 American RE Society
- 2009 – 2012 NAIOP Faculty

RECENT AWARDS & HONORS

- + "2019 Volunteer Member of the Year"
AAFAFME
- + "2014 Outstanding Achievement
Award" CREW Nominee
- + "2013 Academic Member of the Year"
IREM Dallas
- + "2013 Individual Advancement of
Women Award" CREW
- + "2012 Academic Member of the Year"
IREM Dallas
- + "2012 Career Advancement for Women
Company" CREW Nominee

University of Texas Dallas, Associate Professor 2018 - Current
Associate Director of Real Estate Programs and the Weitzman Institute for Real Estate
 Real Estate Finance Real Estate Valuation Personal Finance

Texas Christian University, Guest Lecturer 2014 – 2016, 2019 ARGUS Cash Flow Analysis

University of North Texas, Visiting Lecturer 2014 – 2015
 Real Estate Principles ARGUS Cash Flow Analysis
 Real Estate Finance Personal Finance

Southern Methodist University Cox School of Business & Executive Education
Adjunct Lecturer 2005 – 2015

Courses and workshops developed and taught:

- Real Estate Fundamentals Conflict Management
- Real Estate Finance & Investments Customer Service
- ARGUS Cash Flow Analysis Strategic Selling
- Fundamentals of Real Estate Advanced Strategic
- Negotiations Real Estate Analysis & Strategy
- Gender Roles & Communications

SMU Executive Education - Program Director

- SMU/CREW Strategic Leadership Communications Certificate 2014 - 2015
- SMU/CREW Leadership Certificate Program 2012 – 2013

SMU Executive Education, Academic Director

- General Management Certificate Program CAPSTAR 2006 - 2009
- Leadership Certificate Program Cassidy Turley 2010 - 2011

Clemson University, Guest Lecturer 2009

Johns Hopkins University Carey School of Business, Adjunct Professor 1996 – 2004

- Real Estate Finance & Technology Management of a Sales Force
- Negotiations Branding & Positioning

M.S. Marketing Graduate Advisor for Master Thesis on "Strategic Marketing Plans"



EDUCATION

M.S. Real Estate Development
 JOHNS HOPKINS UNIVERSITY

B.S. Technology & Management
 UNIVERSITY OF MARYLAND
 UNIVERSITY COLLEGE

MAI Coursework Completed
 APPRAISAL INSTITUTE

LICENSE

Texas Brokers License

TEXAS REAL ESTATE COMM.

Approved Instructor
 Approved Provider

PUBLICATIONS

- + NAIOP Education Course Content Development
 - “Essentials of the Development Process”
 - “Site Feasibility & Market Analysis”
 - “Advance Development Practices”
 - “Construction Management for Developers & Owners”
- + NAIOP North Texas MBA “Shoot-Out” Case Competition - Case Writer
 - “Oak Farms Development Plan”, Dallas, TX 2019
 - “City of Farmers Branch Highest & Best Use”, Dallas, TX 2018
 - “Legacy Central”, Dallas, TX 2017
 - “603 Munger Ave. Highest & Best Use,”, Dallas, TX 2016
 - “Thorndike Highest & Best Use”, Cambridge, MA 2015
 - “Trinity Groves Highest & Best Use”, West Dallas, TX 2014
 - “Revitalization of Valley View Mall”, Dallas Midtown, TX 2013
 - “Reunion Area Master Plan & Phase I Modeling”, Dallas, TX 2012
 - “Village on the Parkway Repositioning”, Addison, TX 2011
 - “Texas Stadium Design & Re-development”, Irving, TX 2010
 - “Riverdowns Sell or Develop”, Woodlands Town Centre, Houston, TX 2009
- + IREM Undergraduate Case Competition, “Glen Lakes Medical Office” Dallas, TX 2019
- + NETWORK real estate magazine guest editor & contributing article author 2008 – current

SPEAKING ENGAGEMENTS

- + FEI, “Leading You Business in the Most Robust CRE Market”, July 2019
- + IREM, “Talent Management Best Practices for Hiring & Retaining Talent”, June 2019
- + AAFAME “Managing Your Brand”, May 2019
- + AAFAME “Powerful Communications for Great Leaders”, February 2019
- + BOMA Dallas, “Managing Across Generations”, January 2019
- + BOMA Austin, “Powerful Communications for Great Leaders”, November 2018
- + BOMA Southwest Region Conference, March 2017
- + IREM “Managing Across Generations”, May 2016
- + BOMA “Managing Conflict While Maintaining Relationships”, April 2016
- + NAIOP North Texas “West End Market Street”, Dallas, TX, April 2016
- + ARES “Integration of Technology & Industry Assoc. into the Classroom” Denver April, 2016
- + BOMA “Female Power Plays that Drive Outcomes” Dallas, TX, January 2016
- + IREM Symposium “Management Best Practices” Dallas, TX, May 2015
- + NAIOP North Texas “West Dallas”, Dallas, TX, April 2014
- + CREW Network “5 Critical Success Factors in a Negotiation” Int’l Presentation, Sept., 2013
- + NAIOP North Texas – “MBA Shoot Out”, Dallas, TX, April 2013
- + IREM “Economic Overview & Talent Mgmt. Report”, Dallas, TX October 2012
- + CREW “Branding You”, Dallas, TX November 2012
- + NAIOP North Texas - “MBA Shoot Out”, Dallas, TX, April 2012
- + CREW Network UCREW “Careers in Commercial Real Estate” Wash., DC, 2011
- + CRESTExpo – “Rapid Growth thru Real Time Agility” Dallas, Texas March 2011
- + IREM – “Talent Management – Managing for Performance”, Dallas, Texas November 2010
- + CREW Network Nat’l Conv., San Francisco, CA – CareerZone Panel Moderator, Oct., 2010
- + IREM Chapter 14 – “Advancing Your Career in Challenging Times”, Sept., 2010
- + NAIOP international webinar March, 2010 “Marketing, Leasing & Negotiations
- + CREW Nat’l Convention, Boston 2009 “Ensuring Success Regardless of Economic Times”



LYNOUS Talent Management
 6860 North Dallas Parkway
 Ste. 200
 Plano, TX 75024

Facebook, LinkedIn & Twitter:
 LYNOUS Talent Management