



Ronald H. Cohen
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Chief Sales Officer

Ron oversees the investment sales team, and is responsible for revenue, business development, and talent management. He joined Besen Partners in 2003 as an Investment Sales Associate and has brokered sale transactions in Manhattan, Brooklyn and The Bronx. In 2008, Ron added the role of Chief Marketing Officer and was also charged with working with the sales team to grow the number of exclusive assignments. In 2016 he was appointed Chief Sales Officer to fully focus on growing revenue and leading the sales team.

Under his leadership, Besen Partners was again named a Power Broker by CoStar in 2016 and 2017 based on transaction volume and landed in The Real Deal's top ten ranking of all New York City investment sales brokerages in for 2017. In addition, the firm was a finalist for REBNY's Ingenious Deal of The Year in 2016, for the \$81 million sale of 220 West 57th Street.

As a broker, Ron has sold multifamily, mixed use and development properties throughout various neighborhoods of Manhattan, Brooklyn and The Bronx. In 2017, Ron was the recipient of Besen's Deal of The Year award for the 99-year ground lease on the Lower East Side valued at \$175 million. He was also named a Power Broker in 2017 by PropertyIDX. Prior to entering commercial real estate, Ron spent a decade as an account management professional in the advertising business. As Vice President/Group Account Director at D'Arcy Masius Benton & Bowles (DMB&B), he partnered closely with Fortune 100 clients such as Procter & Gamble, Kraft Foods, and Philips Electronics to develop marketing strategies and implement multimillion dollar ad campaigns for well-known consumer brands such as Crest and Norelco.

Ron is an active member of the New York real estate community in a number of leadership roles. He is a member of the Young Real Estate Executives division of UJA (REX), on the Young Leadership Cabinet of Israel Bonds Real Estate Builders & Allied Industries division, and a former Chairman of the Young Mortgage Bankers Association (YMBA). He is a supporter of charitable causes including Food Bank of New York, Feed The Children, UNICEF and Covenant House. He graduated from the State University College of New York at

Oneonta, and also holds an MBA in Marketing/International Business from Fordham University Graduate School of Business.