

## Lisa Baroldi named new President and CEO of BOMA Edmonton; Percy Woods retiring after 23 years

Award-winning business and community leader has a strong reputation in Edmonton and across Canada.



**Edmonton, Dec 2, 2020 ([IssueWire.com](https://www.issuewire.com))** - Building Owners and Managers Association (BOMA) Edmonton has hired Lisa Baroldi to succeed long-time President and CEO, Percy Woods, who is retiring after more than two decades of leading the premier commercial real estate professional association.

Baroldi assumed her role at BOMA Edmonton last week. As President and CEO, she will serve building owners and managers, service providers, and young commercial real estate professionals through education, advocacy, networking, and information. She will further work with members to provide thought leadership on industry trends and issues, such as proptech, business continuity and adaptation, big data, ESG, migration, taxation, city building, safety and security, consumer and investor behaviours, pandemics, the future of work, 5G, and more.

Baroldi will also partner with members and stakeholders to act as a dedicated ambassador of the industry and promoter of the city, province, and country.

*“BOMA Edmonton is a solid organization thanks to Percy’s incredible work over the years, and thanks to the contributions of many talented directors, members, staff, and partners.” says Baroldi. “I look*

*forward to leading BOMA Edmonton into its next chapter, and to represent the industry and broader community as we face new challenges and opportunities. Commercial real estate is an essential industry that shapes the communities in which we live. I'm honoured to assume this new role with BOMA and am excited to be back in Edmonton and Alberta."*

Woods joined BOMA Edmonton in 1997. Under Woods, BOMA Edmonton flourished, increasing its membership fivefold. Today, BOMA Edmonton members represent more than 70% of Edmonton companies that own or manage the office, retail, industrial, or investment properties.

Woods was also active outside of Edmonton and has become synonymous with the BOMA brand throughout Canada. He helped to found BOMA Canada and became the first chair of all BOMA executives from coast to coast. Other local legacies attributed to Woods include the successful annual BOMA Edmonton Leasing Guide and annual awards of excellence and top-rated professional development education to thousands of commercial real estate professionals.

*"It has been a pleasure working with BOMA members and staff for the last 23 years," says Woods. "The development, growth and success of BOMA Edmonton during my time can be attributed to the outstanding support of great members and dedicated hard working Boards over the years. I have also been able to partner with an excellent team of staff.*

*"I congratulate the Board on its selection of Lisa as the new President and CEO and am confident that she will lead BOMA to new heights. I wish Lisa, the staff, the Board and all BOMA members nothing but the best for the future. And I thank all BOMA members for the honour of being able to walk with them for the last two decades."*

*"On behalf of the Board, I'd like to welcome Lisa to BOMA Edmonton and congratulate Percy for his outstanding 23 years of service. Percy's positive impact on the industry is unquestionable. He will definitely be missed." says BOMA Edmonton Chair Sidney Waskiewich. "Lisa will work to elevate BOMA and steer the organization and commercial real estate industry into the future. We're excited that someone of her caliber has returned to Edmonton and has accepted this role with enthusiasm."*

Baroldi is an award-winning business and community leader who has a strong reputation in Edmonton and across Canada. Prior to joining BOMA Edmonton, Baroldi acted as senior advisor of the Canada-UAE Business Council in Toronto and Dubai, and executive director of an economic development authority in Northern Alberta. Other previous roles include associate editor of *Diplomat & International Magazine* in Ottawa and CEO of Progress Unlimited, an Edmonton-based global consulting firm.

Baroldi is also co-founder of the national intercity exchange, Designing Downtown, which she conceived of while marketing commercial real estate in Western Canada. In 2015, she was selected for the prestigious Governor General's Canadian Leadership Conference. In 2012/13, she was named one of Edmonton's Top 40 under 40, Top 100 Women in Business, and Alberta Venture Magazine's Ten Rising Stars.

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### **More about BOMA Edmonton**

Building Owners and Managers Association Edmonton or BOMA Edmonton is one of 120 local BOMA chapters located in cities throughout the world. BOMA is a professional business association that acts as a leading voice for the commercial real estate industry, specifically for owners, managers, service

providers, young professionals, and other property professionals of all commercial building types, including office, industrial, medical, corporate, and mixed-use.

BOMA International was established 113 years ago and today represents nearly 10 billion square feet of office space, supports 3.7 million jobs, and \$205 billion in GDP in the United States alone. BOMA Canada is a federated model comprised of 3,100 members representing over 2.1 billion square feet of office space in Canada. Since 1967, BOMA Edmonton has provided advocacy, education, information, and networking value to hundreds of members that today represent more than 70% of the industry in Edmonton, as well as dozens of members located from Red Deer into Northern Alberta, NWT, and Yukon.

[www.bomaedm.ca](http://www.bomaedm.ca)

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