

# BRENDAN SMITH

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## EDUCATION

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

*Master of Business Administration Candidate; Majors in Real Estate and Strategic Management*

Philadelphia, PA  
2024 – 2026

- Leadership: Real Estate Club (VP of Treks), Running & Triathlon Club (VP of Partnerships)
- Club Membership: Technology, Fintech, ETA, Ski & Snowboard, Outdoors
- GMAT: 750 (97<sup>th</sup> percentile)

### UNIVERSITY OF MIAMI

*Master of Accountancy & Bachelor of Business Administration, Major in Accounting*

Coral Gables, FL  
2014 – 2018

- Leadership: Wakeboarding Club (Founder & President), Sigma Phi Epsilon (Academic Chair & Treasurer), AKPsi Business Fraternity (Events Committee), Global Brigades Nicaragua Medical Mission (Mission Volunteer)

## EXPERIENCE

### PRICEWATERHOUSECOOPERS, REAL ESTATE M&A ADVISORY

**Manager (2024) | Senior Associate (2021 - 2024) | Associate (2019 – 2021)**

Miami, FL & New York, NY  
2019 - 2024

- Managed teams of three to seven on projects in the commercial real estate (multifamily, office, retail) and hospitality industries, covering operating model design, technology strategy, diligence, valuation, and asset transformation
- Regularly interviewed undergraduate candidates & served as orientation leader/staff trainer for new joiner classes
- Created real estate integration workplans collateralized for use in PwC Consulting's Leading Enterprise Advisory Playbook

*See selected transaction experience included below:*

#### Investment Analysis and Due Diligence:

- Reviewed underwriting assumptions for a leading luxury high-rise developer's 2.5M SqFt luxury-branded mixed-use tower in Brickell, Miami, addressing investor inquiries and flagging critical transaction insights informing deal price
- Led teams of two to four in financial diligence and valuation projects for multifamily, office, retail, and senior housing portfolios, identifying value drivers and investment risks for assets valued up to \$300M
- Scrutinized operating model and 5-year revenue strategy for coworking office operator; identified gaps in lease structures and tenant retention, recommending revised management agreements and forecasting \$40M in potential revenue growth

#### Growth Strategy:

- Led team of three to develop pro-forma financials for a leading US hospitality organization (+\$2.0B in revenues)
  - Presented scenario analysis resulting in an estimated 50% increase in YoY franchise fee revenue to client c-suite; created dynamic fee model to assess property-level impacts, inclusive of 5-year forecasts
  - Quantified \$200M in incremental revenue opportunities through fee rationalization; created go-forward cost structure and department-level P&Ls to facilitate cost take-out and corporate accountability

#### Cost Optimization & Restructuring:

- Oversaw team of three in cost optimization analysis for leading US real estate alternative asset manager, pinpointing cost take-out opportunities across its portfolio companies
  - Performed a comparative analysis and management benchmarking to identify functional over- and under-indexing against peers, leading to quantifiable cost-saving measures exceeding \$30M (10%) in operational expenses
- Created development and leasing functional models for a pre-close medical office REIT merger (\$11B entity)
  - Identified \$35M in annual cost synergies through technology stack rationalization and operations process optimization; interviewed 20+ senior leadership personnel

#### Transformation & Integration Management

- Managed team of seven to design an operating model and two-year transformation roadmap for a leading US hospitality company's acquisition of a franchising platform (1,200 hotels); owned SVP client relationships and two workstreams
  - Developed 16 cross-functional initiative workplans designed to increase revenue by 20%; liaised with clients to create optimal technology and operations strategies to achieve \$50M in cost savings; led 50+ client discovery sessions
  - Launched corporate-level transformation office to facilitate transformation progress, including risk/issue identification, dependency management, decision escalation, and budget tracking

## ADDITIONAL INFORMATION

- **Professional:** CPA: New York License Number: 139608, Issued: 7/20/2022
- **Interests:** Running (next race: Philly Rocky Run), snowboarding, reading (memoirs, history), and sports (F1 racing, UFC)