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Former St. Louis County official Gerard Hollins takes newly created role at Green Street Real Estate Ventures

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The former St. Louis County director of revenue has been hired by Green Street Real Estate Ventures LLC for a newly created role as the commercial real estate firm expands nationwide.

Gerard Hollins Jr. is joining Clayton-based Green Street as the director of strategy and development. The new role is part of a larger restructuring that will expand the real estate, development, construction and consulting company.

Hollins will be tasked with identifying new development opportunities and partnerships, economic incentive consulting, government relations and strategic real estate planning for Green Street and its affiliates, including Emerald Capital Strategic Advisors.

“Green Street is delighted to welcome Gerard Hollins to our team,” said Green Street Chief Operating Officer Toby Martin in a statement. “Hollins’ background in both the private and public sectors give us a new and valuable perspective as we continue to gain momentum with our development and consulting companies. Gerard has a deep understanding of the forces that power real estate and economic development in both urban and suburban settings.”

For the last year, Hollins served as the first African American director of revenue in St. Louis County history. In that role, Hollins managed the department of revenue, a four-division, 150-position entity with an annual budget of approximately \$6 million. The department collects over \$2.4 billion in real estate, personal property, hotel, license and utility taxes and fees, records more than 200,000



GREEN STREET REAL ESTATE

Gerard Hollins Jr., former St. Louis County director of revenue, has taken a new position with Green Street Real Estate Ventures.

documents and issues over 9,000 licenses annually for St. Louis County. Hollins also had oversight over the county's board of equalization, which is responsible for deciding all real estate assessment appeals within the county, in addition to serving as the trustee for properties owned by the county through tax sales with supervision for the management and sale of those properties.

Previously, Hollins held positions including financial analyst for the board of aldermen of the city of St. Louis, public finance analyst for Los Angeles County, California, and a business strategy and graduate school admissions consultant for College Launch in Pasadena, California. Hollins holds a bachelor's degree in business administration from Morehouse College, a master's of business administration from Harvard Business School and a doctorate in policy, planning and development from the University of Southern California's Sol Price School of Public Policy. He currently serves as a public policy adjunct professor for the Brown School at Washington University.

"It is an honor to be a part of Green Street's growing team," said Hollins. "I look forward to assisting Green Street with their expansion into new markets, both inside as well as outside of the St. Louis region. By helping the team identify additional opportunities and foster new relationships, we can continue building and strengthen local communities."

Gloria Lloyd

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St. Louis Business Journal

