

Barbara Byrne Denham

Senior Economist

Reis, Inc.

Barbara Byrne Denham is a Senior Economist in the economics department at Reis where she is responsible for managing the research and analysis for the firm's data on every property type: apartment, office, retail, industrial, self-storage, seniors' housing, student housing and affordable housing. In this role, Barbara has written a number of white papers on the commercial real estate market including The Impact of Brexit on Commercial Real Estate, The Impact of Store Closures on Retail Rents, and The Shrinking Office Footprint.

Barbara's research has appeared in Real Estate Finance Journal, The Economist, The Wall Street Journal, The New York Times and Crains New York Business.

Barbara has over twenty years of commercial real estate experience, including roles with Eastern Consolidated, Jones Lang LaSalle and Colliers ABR.

Barbara is a Ph.D. candidate at New York University and holds a BBA from the University of Notre Dame.

Elizabeth Winkle

Chief Strategy Officer

STR

Elizabeth Randall-Winkle, Chief Strategy Officer, is responsible for the development and execution of the organization's strategic initiatives. Randall-Winkle has held several positions within the STR organization. Most recently serving as Managing Director for the organization's expansion and operations outside of North America. Elizabeth also served as Director of Operations. Elizabeth is active in the industry, speaking at international conferences and participating on panels at various events. Elizabeth was invited to take part in the Dean's Distinguished Lecture Series (DDLS) at the Cornell School of Hotel Administration (SHA) in 2011 and at Ecole hôtelière de Lausanne (EHL) in 2012.

Elizabeth joined STR from the financial services industry, having served as Interim President/ CEO for Pasadena Federal Credit Union in California after previously serving as Vice President, Member Services for the \$120 Million organization.

Ms. Randall-Winkle serves on the Board of Directors of STR Global, Ltd. (trading as STR) and International Society of Hospitality Consultants (ISHC).

Elizabeth holds a bachelor's degree from Vanderbilt University.

Cory Sylvester

Principal

Union Realtime LLC

Cory Sylvester is a Principal at Union Realtime. Prior to joining Union Realtime, Cory was Research Analyst responsible for investing in Technology and Media companies at Columbus Circle Investors and J.P. Morgan Asset Management. He has a B.A. in Economics from Skidmore College.

Cory will discuss How to Empower Your Business with Data and Technology. Robust analysis of the market is critical in today's environment, using the Arizona market as an example, we will show owners, operators, developers, investors and lenders specific data sets and tools to make them more informed and give them greater confidence when building, buying or managing a self-storage facility.

Bret Zinn

Regional Sales Executive

Yardi Matrix

Bret Zinn is a Regional Sales Executive at Yardi Matrix, a business development tool for brokers, sponsors, banks and equity sources underwriting investments in the Self-Storage sector. His role involves presenting and selling the Self-Storage service on a national level.

Prior to Yardi Matrix, Zinn worked in the industry as an investment broker for more than 20 years. He worked with clients to identify potential investment opportunities and strategies to acquire and dispose of investment properties. In this role, he was in charge of marketing, underwriting, and sales of income producing assets throughout the Phoenix MSA. Bret has worked closely with REITS, Institutional Investors, Regional Acquisition Companies, and many other owners and investors.