

# Brooklyn Daily Eagle

Brooklyn SPACE



## Bailey To Head Retail Services at TerraCRG

by Brooklyn Eagle ([edit@brooklyneagle.net](mailto:edit@brooklyneagle.net)), published online 07-09-2010

TerraCRG, a Brooklyn-based commercial brokerage firm, reports that Geoffrey Bailey had joined the company as vice president of retail services.

Bailey brings over 15 years experience as a sales and marketing executive to TerraCRG, according to Ofer Cohen, founder and president.

"As the VP of Retail Services, Geoff is responsible for building a retail practice focused on the vibrant Brooklyn market," he said. "We are very happy to bring Geoff back to Brooklyn."

Before joining TerraCRG, Bailey served as director of sales and first vice president of sales for Massey Knakal Realty, where after working in Brooklyn, he was selected to lead the firm's expansion into Newark and Essex County, N.J., where he completed the first two transactions for the newly created New Jersey division.

"Brooklyn is one of the most under-retailed urban areas in the entire country," said Bailey. "By focusing on Brooklyn, the newly-created retail services division will be an advocate for property owners and an advisor to national retailers seeking to penetrate this unparalleled market."

Bailey also worked for The Sitaro Group, a consultancy focused on the corporate marketing function, where he worked with clients like IBM, Cisco Systems and Philips Electronics. At Sitaro he managed client relationships and project engagements at the highest levels of fortune 50 companies.



Geoffrey Bailey

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