



## Robert Seldin

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Recognized by the Washington Business Journal as one of D.C.'s 100 most influential business leaders, Rob Seldin is the Managing Principal of Madison Highland and is responsible for leading all company activity. Following 30 years of award-winning apartment development, design, strategy and innovation leadership, Rob is widely recognized as an industry thought leader. With a 100% entitlement success rate on over 15,000 units in high barrier to entry US markets, Rob consistently generates market leading returns at below market cost bases, providing a permanent competitive advantage to his investors. In addition to conventional apartment assets, Rob is also the US Patent Inventor for the proprietary Madison Highland live/work lofts building conversion and construction method and apartment operating system that has become the basis for this industry re-defining asset type. Prior to founding Madison Highland Live/Work Lofts, Rob was the founder and CEO of Highland Square Holdings, founder and CEO of Novus Residences, LLC; an award winning, DC based, apartment and live/work development and operating company and Head of National Product Design and Senior Vice President of Mid-Atlantic and Southeast Development for Archstone, a premier apartment industry REIT.

Rob earned a Master of Architecture from Georgia Tech and a Bachelors of Urban Studies and Planning from the State University of New York at Albany. When not reimagining what is possible in multi-family housing, Rob enjoys exercise and reading, is a grateful husband and the father of three terrific and spirited daughters.