

Maria Sicola, MBA

Maria Sicola is a seasoned leader and experienced research, data, and urban planning professional. She co-founded CityStream Solutions and founded Integrity Data Solutions, both of which have provided clients with customized, strategic research-based insights. Ms. Sicola also spent three decades working in commercial real estate at Cushman & Wakefield, both in New York and San Francisco, serving as Head of Americas Research. She has collaborated with prestigious research institutions such as George Washington University and is a frequent speaker at industry conferences. She has authored articles on Experiential Retail, Redeveloping Class B and C Malls and Workplace Strategy. Her clients include NAI Global, NAIOP, BOMA and ICSC and Portland State University.

Employment History Highlights

Current – Partner and Co-Founder, CityStream Solutions, Ft. Myers, FL
CEO, Integrity Data Solutions, San Rafael, CA
Executive Managing Director, Head of Americas Research, Cushman & Wakefield, New York, NY

Major Projects

Market Ranking and Tiering Systems

Washington, DC

Hired by NAIOP to study market-tier models employed for real estate development and investment in terms of their efficacy in the rapidly changing economic and social environments. Concluded that two-dimensional analysis is more relevant than the one-dimensional models currently in play.

The WalkUP Wake Up Call: Boston.MA

In collaboration with Smart Growth America and George Washington University (Chris Leinberger), evaluated the economic impact of walkable urban communities. Provided data, analysis and insight. Played a similar role with respect to Detroit market. Began the collaboration on New York study before leaving Cushman in fall, 2015. The New York study was completed in 2016 also examined the social equity implications of walkable communities.

Education

MBA, Marketing, Manhattan College
MS, Information Science, Rutgers University
Post-Graduate studies, Statistics and Experimental Design, Purdue University
BA, Psychology, Seton Hall University