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50 Influential Leaders: Ben Badiee

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Badiee came to commercial real estate after working as an industrial engineer, launching an apparel liquidation resale company and starting several entrepreneurial ventures. But he's carved out quite a niche in the relatively short 20 years he's been in real estate.



He currently has a \$100 million, 436,000-square-foot project pipeline in North County, with a focus on environmentally conscious industrial and office properties. Badiee Development recently completed Carlsbad Innovation Ridge, a 55,500-square-foot site suited for either manufacturing, wholesale or a warehouse, and it recently sold two Escondido development sites that will eventually house a 200,000-square-foot industrial distribution building.

Badiee attributes some of his success in the business to the level of personal interest he takes in every project.

"Every project is like a child of yours," he said. "Each has a unique set of challenges and opportunities to exercise your innovative abilities and bring a team of people to share your dream and vision."

His innovative abilities have enabled the firm to experience a whopping 962 percent revenue growth between 2014 and 2016, and they have piqued his interest in the potential use of new technologies in commercial real estate, including 3-D printing, virtual and augmented reality, and measuring the emotional intelligence of buildings.

Badiee is a member of the National Association for Industrial and Office Parks and of the Carlsbad Chamber of Commerce.