

# The Daily Transcript

Established 1882

[www.sdtranscript.com](http://www.sdtranscript.com)

## Ben Badiee

Wednesday, June 7, 2017

Katherine Conner



Founder & CEO

One might think with a \$90 million, 425,000-square foot portfolio of industrial buildings in various stages of development, Badiee would have his hands full. But somehow over the course of his 20-year commercial real estate career, he has found time to launch more than 10 companies in overseas manufacturing, import/export, online merchandising, and mobile applications, with an app that lets parents turn off children's access to devices or networks at set times.

Badiee started in commercial real estate later in life, after a stint as an industrial engineer — when he first worked with commercial realtors — and after running an apparel liquidation resale company with 2,500 employees across 35 states pulling in \$300 million in revenue a year.

He has worked on projects, including the Carlsbad Victory Industrial Park, Escondido Victory Industrial Park, Escondido Innovation Park and Keystone Victory Industrial Park.

Perhaps the key to his success is the level of personal care he pours in to every development he undertakes.

"Every project is like a child of yours," Badiee said when asked if any certain projects stood out as highlights. "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."

Some of the innovative ideas he thinks will play a large role in the commercial real estate world of the future include 3-D printing, virtual and augmented reality, and measuring the emotional intelligence of buildings.