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50 Influential Leaders: Ben Badiee

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Badiee runs his full-service real estate development company with a strong entrepreneurial culture. He fosters an environment where team members — each of whom has more than 30 years of industry experience — can take the lead and play to their own strengths.

"The way we conduct our company is based on individual, unique abilities," Badiee said. "In essence, I'm in charge, but not in control. Because everyone we put in place — they're in charge of their own area of expertise."

Badiee Development specializes in the ground-up development of commercial and industrial projects throughout Southern California. The company has a history of taking on difficult pieces of unfinished land, often requiring years of entitlement processing time, money and effort to get shovels in the ground.

Badiee Development has five properties available, or under construction, in North County, with three in Carlsbad and one each in Escondido and Vista. Together the projects will add 448,451 square feet of inventory to the market.

These projects include the recently completed 212,088-square-foot Exeter Industrial Park, the largest industrial distribution building ever constructed in Escondido. Badiee Development also recently broke ground on Keystone Innovation Industrial Park in Vista, a more than 5-acre campus offering 77,850 square feet of industrial space in two buildings.

Badiee aims to marry the company's entrepreneurial spirit with its culture of philanthropy. In the future, he said, the company — and society — will benefit from the implementation of new technology and innovative practices in the industry. He cited examples such as 3D-printed structures, virtual reality for space planning, and the use of blockchain for project funding.

For now, Badiee Development has begun to dedicate 30 percent of its profits on each project to socially responsible matters.

"The funds could go toward innovative companies to enhance things that are important to us, whether it's education or innovations in technology to improve the world around us," Badiee said. "Everything we do has a means to serve at its heart."

