

Movers & Shakers: RKF, LaTerra and more

RKF snags Herschenfeld; LaTerra hires Heitner

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By Hannah Miet



From left: Richard Herschenfeld and Howard Heitner

New York-based RKF, an independent retail leasing and investment sales brokerage firm, hired Richard Herschenfeld as senior managing director of investment sales for its Southern California office in Santa Monica, which is across from the Third Street Promenade. He will expand the firm's investment sales and advisory services in the Southern California market. Herschenfeld was previously the principal of his own real estate firm, Greater LA Development Co. Inc., and served as director of RBZ Real Estate Services.

Howard Heitner has been named chief operating officer of LaTerra Development, a Los Angeles-based investor and developer of urban mixed-use infill properties. He reports to LaTerra CEO **Charles Tourtellotte**. Previously, Heitner was the chief operating officer and president of two of the largest real estate investment and property management companies in the United States: JRK Residential and SunAmerica Affordable Housing Partners.

Brentwood-based Palisades Capital Realty Advisors hired Scott Lyle, a former Arden Realty/GE Capital senior executive, to the firm's executive team as principal and chief operating officer. Joaquin de Monet, founder and managing principal of Palisades, was formerly the CEO of Arden

Realty/GE Capital. Because of their former relationship, he was able to move quickly to attract Lyle when he became available on the heels of the recent disposition of GE's real estate portfolio to Blackstone.

Cohen Brothers Realty Corporation of California has promoted Spero Plavoukos to senior vice president of West Hollywood's Pacific Design Center. He originally joined Cohen Brothers in 2009 as vice president at the PDC. His role includes overseeing PDC operations, from staff management to events and business operations to tenant relations.

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