

Executive Profile

Real Estate Development • Construction • Asset Management • Executive Leadership

Larry Greene brings a lifetime of experience across the full real estate development lifecycle—from opportunity identification and acquisition through entitlement, design, construction, ownership, operations, and asset management.

His perspective was built literally from the ground up. Beginning in the family development and construction business, Larry progressed from field operations and project supervision into development, ownership, project management, and executive leadership.

Today, as Chief Real Estate Development Officer for Urbana Systems, Larry leads the development and execution of its U.S. real estate platform.

DEVELOPER • BUILDER • OWNER • OPERATOR • LEADER

Current Leadership

Chief Real Estate Development Officer — Urbana Systems

Larry leads the development and execution of Urbana Systems' U.S. real estate platform focused on transforming vacant and underutilized commercial and industrial real estate.

A national real estate team is in place, opportunities have been identified across multiple U.S. markets, and the execution infrastructure has been built to evaluate, acquire, develop, and transform properties at scale.

Larry leads market expansion, project acquisition and development strategy, national team formation, design and construction execution, and the systems required to move opportunities from evaluation through delivery.

Urbana represents the convergence of that experience—recognizing potential and assembling the people, ideas, and systems required to turn it into reality.

Core Capabilities

DEVELOPMENT

Strategy • Feasibility • Acquisition • Entitlements • Permitting

CONSTRUCTION

Design • Preconstruction • Procurement • Execution

OWNERSHIP

Asset Management • Operations • Maintenance • Optimization

LEADERSHIP

Partnerships • Consultants • Municipalities • Project Management

EXECUTION

Due Diligence • Schedule • Risk • Cost • Delivery

VISION

Opportunity Recognition • Highest & Best Use • Adaptive Reuse

Experience Built From the Ground Up

Larry's career began sweeping floors for his father, learning construction from the field before progressing through assistant superintendent, superintendent, project management, development partner, principal developer, owner, asset manager, owner's representative, and executive leadership. The roles changed. The perspective accumulated.

Representative Experience

Larry's experience spans ground-up commercial and residential development, office and industrial properties, and extensive renovation and tenant-improvement work across retail, restaurant, medical, office, and other commercial uses. The examples below are representative of that broader body of work.

GROUND-UP COMMERCIAL DEVELOPMENT

Four Shopping Centers

Ventura County, California

Full-cycle responsibility for four ground-up shopping center developments—from opportunity identification, feasibility, acquisition, and entitlements through design, construction, leasing, tenant coordination, move-in, ownership, and operations.

RESIDENTIAL DEVELOPMENT

Single-Family • Tract Homes • Estate Homes • Multifamily

Ground-up residential development across multiple housing types, spanning land evaluation, planning, entitlements, design, construction, completion, and operations.

COMPLEX ENTITLEMENT & OWNER REPRESENTATION

Assisted Living & Memory Care

Simi Valley, California | Approx. \$32 Million Planned Development

Led predevelopment and entitlement management, coordinating ownership, consultants, municipal processes, project requirements, and development strategy through entitlement.

Career Breadth

Asset Classes

Commercial • Retail • Office • Industrial • Residential • Mixed-Use • Healthcare • Senior Housing

Experience

Ground-Up Development • Entitlements • Construction • Tenant Improvements • Ownership • Operations • Renovation & Repositioning • Asset Management • Owner's Representation

Education

Master of Business Administration

Pepperdine University

Bachelor's Degree — Economics / Finance

California Polytechnic State University, San Luis Obispo

Development and construction roots spanning three generations.

Throughout his career, Larry has consistently recognized potential, understood what it would take to realize it, and assembled the people, resources, and systems required to execute successfully.