



DANIELLE WINICK LAPIDUS

EXECUTIVE VICE PRESIDENT

Areas of Expertise:
Manhattan, Tri State Area

Areas of Specialization:
Retail Brokerage (Tenant & Owner Representation), Advisory Services

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PROFILE SUMMARY

Professional Experience

Danielle Winick Lapidus joined the Winick Realty Group full-time in May of 2016 after graduating with a concentration in Management from New York University's Stern School of Business.

During her four years at Stern, Ms. Winick Lapidus worked part-time as a licensed sales associate for Winick Realty Group, assisting senior partners on leasing projects, including the completion of several deals for one of their larger clients, Duane Reade. Ms. Winick Lapidus also interned in the retail department at Vornado Realty Trust, working directly under department head Sherri White, providing her exposure to the retail market from the Landlord's perspective.

Ms. Winick Lapidus' interest in the real estate industry stretches back to her childhood growing up with her father, the founder of Winick Realty Group. She recently participated in a Globe Street panel on the subject, titled "How To Succeed In A Family CRE Business," in which she presented her view on the businesses shift to data and analytic supported retail marketing and decision making. Additionally, she discussed utilizing social media as a tool to identify new retailers and restaurants internationally.

The combination of her family's roots in the industry and a lifelong residency in New York City has given Ms. Winick Lapidus a unique insight on the business and the city that informs her invaluable perspective on placing tenants in the ideal neighborhoods and spaces.

Since joining Winick Realty Group, Ms. Winick Lapidus has represented such prominent landlords as The Moinian Group, Walter & Samuels, The Chetrit Group, Madison Capital, Cammeby's, KMR Equity Partners, Zar Group NY, among others. Recent notable deals include a 40,000-Square-Foot supermarket at the Neptune/Sixth redevelopment project, HitHouse at 2 Spring Street, Gracia Fashion at 225 West 39th Street, Cleo Nicci at 65 Spring Street, and Hao Noodle & Tea at 343 West 14th Street.

Ms. Winick Lapidus has a commitment to service and has been involved with Operation Smile for more than eight years. She traveled to Vietnam and Bolivia with the organization, where she worked in the hospital alongside doctors, nurses and other volunteers. Ms. Winick Lapidus founded Operation Smile's An Evening of Smiles, which raises money for the organization. She currently serves as a Junior Smile Ambassador and is currently on the committee of the New York Gala Smile Event. Ms. Winick Lapidus is a proud member of the UJA Federation Rex Next Committee and YMWREA – Young Men and Women in Real Estate. She was the recipient of the Lewis Rudin City Scholarship for outstanding academic and cultural work.

FEATURE ACHIEVEMENTS

Awards & Recognition

Ms. Winick Lapidus is a member of the International Council of Shopping Centers (ICSC). She was named one of New York Real Estate Journal's Ones to Watch for 2018, as well as one of Real Estate Weekly's 2018 Rising Stars.

