

YLG Spotlight

Name: Jon Gordon
Company: Sweet 100

Why are you a ULI member?

I am a ULI member for the educational and relationship building opportunities that are critical to a young professional. I have not found another organization that provides so much quality that has had a direct impact on my career and my professional network.

When did you get involved?

I got involved in 2012, shortly after law school, when I knew I wanted to pursue an alternative career that would be more entrepreneurial.

What does ULI mean to you?

ULI has been an invaluable resource for me early in my career. I have developed great relationships, both socially and professionally. The support I have received has undoubtedly helped me with developing my career, which is always a work in progress.

What is your current job and what types of projects are you working on now?

I currently work at Sweet 100. We are a local private investment company primarily focused on investment in early stage restaurant brands. My role is more focused on the real estate and development as well as our EB-5 investment program. We recently completed the new Carnitas Snack Shack restaurant that is part of the Port's North Embarcadero Visionary Plan along North Harbor Drive. Currently, we are consulting on a few projects while we work to identify a new investment opportunity.

What traits do you think define a successful leader?

Leading by example, being a good communicator, passion, being able to inspire and motivate other people.

What would you be doing if you weren't in real estate?

Probably practicing law.

What do you do in your spare time?

Try new restaurants, hang out with friends, golf.

What has been the most important lesson in your career that you would like to pass along?

Build long-term, professional, relationships. This has been critical to my growth and I work on it every day.

Favorite quote?