



Curriculum Vitae - Bradford A. Wellstead | MS RA LEED

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Achievements

Engaged in hospitality, design, development, construction, and project management:

- Proficient across multiple real estate asset classes including Hospitality, Multi-family, Healthcare, Higher Education, Research and Justice sectors.
- Licensed Architect.
- Founded, led, and managed Portland headquartered Ethos Development, a full-service Project Management firm focused on complex projects and sustainability, managing over \$2.5 billion in public and private development projects.
- Successfully led project teams comprising from 5 to 350 stakeholders.
- Designed, developed, and taught seven online eCornell real estate development courses generating over \$5 million in revenues to date.
- Received multiple teaching awards including Cornell University's 2022 Graduate Professional Student Assembly Teaching, Advising and Mentorship award.
- Coached and mentored winning graduate student teams in the 2022 & 2023 Sustainable Hospitality Challenge, a world-wide competition among 45 schools.
- Accomplished cook/chef.

Education

Master of Science

Cornell University – School of Hotel Administration

Major: Hospitality Administration, Minor: Conservation & Sustainable Development

Thesis: Sustainable Tourism Development:

Tools, Impacts and Implementation Strategies

Bachelor of Architecture

Cornell University – College of Architecture Art and Planning

Professional Positions

2013- Present

Senior Lecturer - Cornell University

Nolan School of Hotel Administration

Graduate and Undergraduate student educator including the following courses:

- Real Estate Development Process – all phases from Vision/Concept – Operations
- Project Management for Real Estate Development
- Hospitality Facilities Design
- eCornell – Developed 7-course online certificate for Real Estate Development

1995 - Present

Founder and President, ETHOS Project Management

(formerly Ethos Development, Inc.) Portland, Medford, and Seattle.

- Full-service Program Project and Construction Management firm specializing in, healthcare/research, hospitality/residential and justice capital projects
- Responsible for all aspects of business operations managing 3 Offices in Oregon and Washington with 17 employees
- Portland Business Journal's Fastest Growing 100 firms (#42 in 2006)

ETHOS Managed over \$2.5 billion in projects including:

- **Hospitality/Residential**
 - Riverbend Condominiums: \$22 million luxury riverfront condominiums
 - Tidewater Cove: \$120 million waterfront mixed use development
 - Southshore: \$80 million ocean-front resort condominium development
- **Healthcare/Research**
 - OHSU-Biomedical Research Building: \$145 million research facility.
 - OHSU-Vaccine & Gene Therapy/Neurological Sciences Institute - \$35 million research facility
 - Providence Medical Center: \$13 million Ambulatory Surgery
 - Providence Radiation Oncology Center: \$13 million medical facility
 - Oregon National Primate Research Center - Animal Housing Facilities
- **Commercial/Justice**
 - Lithia Motors Corporation: \$135 million headquarters facility
 - State of Oregon-Courts Facilities Program: \$11.2 million renovation and upgrades program to 12 courthouses
 - Courts Facilities Upgrades – Four Oregon counties administrative and justice facilities upgrades: \$3.4 million

1987 - 1992

Senior Design Architect/Associate, Group 70 International, Honolulu, Hawaii

- Designed, directed, and produced over 12 major hospitality and residential development projects in various phases of development comprising over \$1 billion in total construction costs.
- Achieved Associate level after one year and participated in overall firm management representing design discipline group within company committees including assertive management, education, and quality enhancement.
- Reinstated, implemented, and administered firm-wide Mentor/Protégé program.

1984 - 1987

Vice President, The Highlands Partnership, Limited, Denver, Colorado

- Created The Highlands Partnership, Ltd., a design-build development company specialized in multi-family infill projects located in historic neighborhoods
- Designed, built and marketed three separate multi-family housing projects
- Developed preliminary feasibility studies and entitlements packages for several in-fill projects through the Denver metropolitan area

Academic Experience

2013 - Present School of Hotel Administration, College of Business, Cornell University,
Ithaca, New York

Courses taught:

Live Courses:

- HADM 2550 Hospitality Development and Planning
- HADM 3510 Hospitality Facilities Design
- HADM 4570/6570 Project Management for Hospitality Real Estate Development
- HADM 4580/6580 Advanced Project Management for Real Estate Development
- HADM 7510 Properties Development & Planning
- CRP 5320/21 Real Estate Development Process
- CRP 6580 Residential and Commercial Development
- **Executive Education Program** Cornell University - School of Hotel Administration
 - Accenture Hospitality Boot Camp
 - Hospitality Planning and Development '15, '16
 - Project Management for Hospitality Real Estate '15

eCornell Online Courses

- Introduction to Real Estate Development
- Project Management for Real Estate Development
- Site Selection
- The Development Package
- The Investment Pitch
- Creating the Basis of Design
- Enhancing Project Resiliency
- Sustainable Design Certificate Course (in development)

Service to College of Business/School of Hotel Administration

- Chair - Academic Integrity Committee 2017-23
- Selection Committee Chair for two successful faculty searches F19/S20
- Member of SHA Undergraduate Admissions Committee '18 – '22
- Member of Baker Real Estate Program Admissions Committee '19 – '22
- Faculty Advisor to The Grid (student club) '18 – '22
- Faculty Advisor to 28 students, Career Advisor to many
- Created, organized, procured funding and cajoled 20 faculty and scores of volunteers to participate and assist in the Annual SHA Faculty Mystery Box Throwdown – February 2014, 2015
- Hotel Ezra Cornell – Faculty Advisor to HEC Design groups & participated in Design and Function Flow critique sessions '13 – '22
- Employee Dining Volunteer for HEC 2014, '15, '16, '17, '18
- Judge/Mentor –Leadership Crisis Challenge, SC Johnson School: '15 - '20
- Moderator – Design in Hospitality & Development Cornell China Conference '16
- Judge – Restaurant Design Charrette, DEA '16 -'22
- Mentor/Advisor '17 Business Plan Competition

Licensing and Certifications:

- Registered Architect - State of Hawaii, #6904
- LEED Accredited Professional

Professional Organizations

- Urban Land Institute
- Cornell Club of Oregon, President - 1997-2000
- Cornell Hotel Society, Oregon Chapter, President 1997- 2015
- Cayuga Hospitality Advisors
- United States Green Building Council

Cornell University Themes, Centers, and Institutes

- Faculty Fellow – Cornell Institute for Healthy Futures
- Faculty participant – Design @ Cornell
- Faculty participant of Business of Sustainability interdisciplinary theme

Conferences Attended

INROP – Project Management Research Conference, Boston, MA
June 2017

Project Management Institute Research and Education Conference, Portland OR
July 2014

The Lodging Conference, Phoenix, AZ
September 2012

Integrating Green Building Operations: OHSU's Biomedical Research Building
2006. Presented at the CleanMed Conference, Seattle, Washington.

Papers, Publications

An Ounce of Prevention

2005. Commerce Magazine, Daily Journal of Commerce.

Built-in Flexibility Strategies: A Cost-Effective Approach Supporting Sustainable Research Building Design

2005. Presented at the Labs21 conference, Portland, Oregon

Environmental Concerns Task Force Positions and Recommendations.

1995, Proceedings of the White Conference on Travel and Tourism.

Tourism and The Environment:

Impacts and Tools Towards Enhancing Tourism's Physical Environments

1996. W.S. Roehl (Ed) Proceedings of The Second Environments for Tourism Conference (pp. 283-292). UNLV, Las Vegas, Nevada.

Tourism in the Pacific Rim: Development, Impacts, Markets

(Review article)

1995, Annals of Tourism Research 23(1):244-46.

From Sustainable Tourism to Reality

1994. W.S. Roehl (Ed) Proceedings of The Environments for Tourism Conference (pp. 521-542) UNLV Las Vegas, Nevada.

Global Travel Magazine

1995, 1996

Edited by Brad Wellstead and Peter Semone

Travel and Tourism Professional's Publication, London: Sterling Publications.

Activities & Articles

Exploring Budgeting and Allocation of Contingency Funds and Time in Real Estate Development Projects (working title)

Research and development of processes and means to more accurately account and budget for necessary project contingencies.

Fyre Festival and Project Management: Lessons learned from a Project Management fiasco (working title)

Partnering with Gert Noordzy of Northside Consulting to document and create teaching workshops around the triumphs and failures of the 2016 Fyre Festival event.

Modular Hotel Construction: An Alternative Approach for New Hotel Development (working title) Research assessing the viability, advantages, disadvantages, and appropriate applications of modular construction in the hospitality sector.