



Curriculum Vitae - Bradford A. Wellstead | MS RA LEED

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Achievements

Full career in the design, development, construction and project management world:

- Licensed Architect
- Founded, led and managed a full-service Project Management firm focused on complex projects and sustainability
- Managed over \$2.5 billion in public and private development projects.
- Successfully led project teams comprising 5 to 350 stakeholders
- Fundamentally engaged in multiple real estate asset classes including Hospitality, Residential, Healthcare, Higher Education, Research and Justice sectors
- Published and presented numerous articles at conferences
- Designed, developed and taught several high-level live and open enrollment online courses in the real estate development profession
- Accomplished cook/chef
- Recipient of 2022 Cornell Graduate Professional Student Assembly's Teaching, Advising and Mentorship Award.

Education

Master of Science

Cornell University – School of Hotel Administration

Major: Hospitality Administration

Minor: Conservation and 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

Lecturer - Cornell University

School of Hotel Administration, Baker Program in Real Estate

Graduate and Undergraduate student educator:

- 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, Oregon

- 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, quality enhancement, and marketing.
- 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

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

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
- 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

On-Going Research
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.