

FREDERICK W. PIERCE IV

PRESIDENT, CHIEF EXECUTIVE OFFICER

Pierce Education Properties
San Diego, CA

Frederick W. Pierce IV says he got “bit” by the commercial real estate bug during an internship for a real estate consulting company. He liked the tangible aspect of the business, and he thought how rewarding it would be to point at a building and say he owned or built it. At 21 years old, Mr. Pierce had decided he would one day own a real estate company of his own.

Mr. Pierce received a BS in finance in 1984 and an MBA in real estate finance in 1988, both from San Diego State University (SDSU). During college, Mr. Pierce did not know if he would be selling shopping centers or apartments, nor did he know if he would be a developer or an investor. Nevertheless, Mr. Pierce had the drive to achieve his long-term goals. Today, student housing is one of his specialties, as he lead the redevelopment of land surrounding SDSU and implemented new, grandiose living quarters for students.

Since 1995, Mr. Pierce has been the president and chief executive officer of Pierce Education Properties. Before spearheading his company, Mr. Pierce was the senior vice president and chief financial officer of Platt Companies from 1993 to



1995. Over the years, Mr. Pierce held positions in real estate consulting at Price Waterhouse Cooper, KPMG and the Goodkin Group. He was also a general partner at the San Diego Alamo and an appraiser for Bank of America.

Among Mr. Pierce’s various recognitions for his work in the commercial real estate market, he was the recipient of the Moving San Diego Forward Award from the San Diego Chamber of Commerce in 2019. He was also named to the San Diego Business Journal’s “San Diego 500 Influential Business Leaders” in 2018 and 2019.

Mr. Pierce is a member of the Association of University Real Estate Officials, the National Multi-Housing Council, the General Society of Mayflower Descendants, the National Society of the Sons of the American Revolution and the Jamestowne Society, among others. Currently, he is on the Franklin Pierce University Board of Trustees and chairman of the SDSU Fowler College of Business Board.