



Bob Misdom

**Principal
Atlanta**

Professional Experience

Bob Misdom began his real estate career in 1986. He served as a tenant representative with one of the largest real estate companies in Atlanta, Georgia. After three years, he was appointed Vice President and was consistently a top producer with the company.

In 1994, Bob and a partner founded Staffing Technologies, an organization that provides technology management consulting to Fortune 500 clients. The company experienced phenomenal growth and was acknowledged by Inc. Magazine as #101 on the 1999 Inc. 500, the fastest growing privately held businesses in America. Bob managed all the strategic planning and operations (over 130 people) along with business development and key account management. After ten years of profitable operation, Bob sold his interest in the company and founded a real estate investment company. Although extremely successful, Bob missed the interaction with business owners and corporate decision makers. Gifted in professional services, Bob's desire to return to tenant representation led him to join the Atlanta office of Cresa.

As Principal, Bob uses his diverse experience and perspective to his clients' advantage. His understanding of growing a successful enterprise and managing by a P&L Statement, as well as his first-hand knowledge of human resources and business economics, allow him to effectively understand and represent his clients' best interests. Bob serves both local and national clients with skilled management of Cresa's extensive resources.

Affiliations

Real Estate Brokerage License, State of Georgia / Atlanta Commercial Board of Realtors, Member Mt. Bethel United Methodist Church, Administrative Council Member, Finance Committee Member High Tech Ministries, Facilitator, Speaker

Education

Boston College - B.A., Business Administration, 1983

Contact

404.446.1598 office
770.598.3529 mobile
bmisdom@cresa.com