

PALM BEACH[®]
ILLUSTRATED

THE PALM BEACH

100

PALM BEACH COUNTY'S MOST INFLUENTIAL BUSINESS LEADERS

2021

The Palm Beach 100

● REAL ESTATE AND CONSTRUCTION | ● RETAIL



GOPAL RAJEGOWDA
Senior Vice President
Related Companies

Rajegowda followed an early passion for architecture into the business of real estate development. He joined Related Companies in 2004 and has more than 15 years of experience managing all aspects of mixed-use real estate acquisition and development. Recent projects under his leadership include the development of the Hilton West Palm Beach, the re-imagining of Rosemary Square, formerly known as CityPlace, and the development of 360 Rosemary, a Class-A office building located within the Rosemary Square neighborhood.

HOMETOWN: New York, New York

EDUCATION: Cornell University (B), Columbia University (M)

FIRST JOB: Analyst on Wall Street

HIDDEN TALENT: I've run four marathons.

SECRET TO SUCCESS: Knowing that there are no secrets—only hard work, passion, and a strong team.

FAVORITE PALM BEACH COUNTY DESTINATION: Morikami Museum and Japanese Gardens

FAVORITE BOOK: *The Great Gatsby* by F. Scott Fitzgerald



LORI BERG
General Manager
The Royal Poinciana Plaza

Berg has been immersed in the luxury fashion industry since the beginning of her career and brings more than three decades of experience to her role as general manager at The Royal Poinciana Plaza. She has worked in every aspect of luxury retail including inventory management, merchandising, sales, event production, and marketing. She has also held a variety of managerial and directorial roles at several highly regarded fashion institutions including Saks Fifth Avenue and Neiman Marcus. Berg is deeply ingrained in the Palm Beach community and serves on multiple charitable committees.

WHY SHE CHOSE THIS LINE OF WORK: Since I was a little girl, this was all I've ever wanted to do. Fashion was—and is—my passion!

SOMETHING FEW PEOPLE KNOW ABOUT HER: I was a professor of store management at the Fashion Institute of Technology in New York.

BEST ADVICE RECEIVED: Be yourself.

CHARITIES: The Alliance for Eating Disorders Awareness, Dress for Success Palm Beaches, Cancer Alliance of Help & Hope



WHITNEY PETTIS JESTER
Director of Marketing & Merchant Relations
The Gardens Mall, The Forbes Company

With more than a decade of experience in luxury marketing and digital strategy, Pettis Jester joined The Gardens Mall in Palm Beach Gardens in 2008 and is responsible for developing and executing engaging marketing, public relations, social media, guest services, and advertising strategies. She previously worked on the management teams for the Town Center at Boca Raton, the O'Donnell Agency, and the Boca Raton Resort & Club, a Waldorf Astoria Resort.

HOMETOWN: Palm Beach Gardens, Florida

EDUCATION: Florida State University

FIRST JOB: Sales associate at LOFT at The Gardens Mall. My first manager is still a manager in this mall today, and I have the pleasure of working with her many years later.

SECRET TO SUCCESS: Sense of urgency, follow-through, follow-up, and always being real

COMMUNITY INVOLVEMENT: She is a member of Junior League of the Palm Beaches, where she was a Leadership Award winner in 2019, and also a member of the Palm Beach North Chamber's Small Business Advisory Council. In 2010, she founded Kiwanis Young Professionals of the Palm Beaches.



YVONNE JONES
Director of Property Management
O'Connor Capital Partners

Jones is a certified property manager and a certified commercial investment member with more than 30 years of experience managing and acquiring commercial, mixed-use, and multi-family properties across the U.S. In 2014, she joined O'Connor Capital Partners, which operates The Esplanade on Worth Avenue in Palm Beach. Previously she worked for the Chicago-based retail and multi-family development firm McCaffrey Interests, where she served as managing director of asset and property management.

HOMETOWN: White Plains, New York

EDUCATION: SUNY Oswego (B), City University (M)

FUNNIEST WORKPLACE EXPERIENCE: Coming into the office one morning with two different shoes on

HIDDEN TALENTS: She speaks German and Italian and used to speak Hebrew and Russian.

TOP TRAVEL DESTINATION: Africa

FAVORITE BOOK: *The Razor's Edge* by William Somerset Maugham

BEST ADVICE FOR RECENT GRADS: Focus on yourself, your work, your strengths, and your efforts. Do not worry about what others are doing.