

PeerStreet Leadership Team Biographies

Brew Johnson, Co-founder and CEO

Brew is the Co-founder and CEO of PeerStreet, a platform for investing in real estate backed loans. Brew's experience with technology platforms, real estate and law culminated in the unique PeerStreet concept. Prior to PeerStreet, he worked as General Counsel at VirtualTourist where he oversaw the company's \$85 million sale to Expedia/TripAdvisor. Before that, he was a real estate attorney at Allen Matkins Leck Gamble & Mallory and a technology attorney at Brobeck Phleger & Harrison. At Allen Matkins, Brew advised some of the largest real estate development and investment firms in the country on a wide variety of complex real estate transactions. He continues to advise startups and is an active real estate developer, investor and private lender. Brew graduated from the University of Southern California with degrees in international relations and history and earned his JD from the UCLA School of Law.



Brett Crosby, Co-founder and COO

Brett is the Co-founder and COO of PeerStreet, a platform for investing in real estate backed loans. He crafts the company's strategy, product and messaging. Brett was previously the Director of Product Marketing at Google where his 10-year career spanned many of Google's most prominent products. Most notably he co-founded Google Analytics, helped start Google's mobile advertising business, ran the founding product marketing team that launched Google+ and more recently ran the global marketing teams responsible for the dramatic growth of Chrome, Gmail, Docs, and Drive. Before Google he co-founded Urchin Software Corporation, a web analytics service acquired by Google in 2005. Brett advises and invests in startups and is an active real estate investor. He graduated from the University of Southern California with degrees in International Relations and Political Science and furthered his education with programs at Georgetown, Michigan State and Semester at Sea. He's recently been published in [Forbes](#), [Fast Company](#) and [Real Estate Weekly](#).



Alex Perelman, Co-Founder and Head of Technology

Alex is the Co-founder and Head of Technology at PeerStreet, a platform for investing in real estate backed loans. He has an extensive background in computer science, product development and entrepreneurial business. His experience includes roles at Electronic Arts and Activision, where he developed some of the world's most successful video game franchises including Call of Duty and Spiderman. He also graduated from Y Combinator, started two companies, earned his Bachelor's degree in computer science from UC Berkeley and an MBA from UCLA.



Sara Priola, General Counsel

Sara leads the legal team at PeerStreet, a platform for investing in real estate backed loans. She has extensive experience in structuring and negotiating complex real estate finance transactions. Prior to joining PeerStreet, she was a real estate finance attorney at Dechert LLP and before that at Greenberg Traurig LLP. At Dechert, Sara advised banks and institutional lenders in large-loan originations. At Greenberg Traurig, she advised lenders, borrowers and developers in a wide variety of complex real estate transactions. Sara graduated from St. John's College with a B.A. in liberal arts and from the University of Southern California with a JD and a Masters in Business Taxation.



Brendan Kao, Head of Product Management

Brendan leads the product team at PeerStreet, a platform for investing in real estate backed loans. He is an experienced and entrepreneurial leader with a multidisciplinary background in tech, finance, law and business. Before PeerStreet he was a product manager at multiple companies, including Amazon, ZestFinance, FlashFunders and Pivotal Labs. He also held legal positions at Latham & Watkins and Human Rights Watch. Brendan received a JD from NYU Law and a Masters in Engineering and Bachelor's degree in Computer Science from MIT.



Brian Channell, Head of User Experience

Brian oversees experience design for PeerStreet, a platform for investing in real estate backed loans. He joined the company after ten years at Yahoo managing the company's UX team. At Yahoo, he was head of user experience for Yahoo Media, which includes a global portfolio of sites ranging from Finance to Sports and Entertainment. Brian worked directly with the senior executive and product leadership on strategic positioning, ideation, design directions and monetization. Prior to Yahoo, he was head of design at CarsDirect.com. Brian has also been featured in numerous trade magazines and has received multiple patents on ideas for advertising and geo-local content. He received a BS in Industrial Design from the ArtCenter College of Design.



Jay Hartman, Head of Investments

Jay manages the portfolio of loans at PeerStreet, a platform for investing in real estate backed loans, and chairs the investment committee. Before PeerStreet, Jay was a Managing Director at Paladin Realty Partners, where he worked from 1998 to 2014, and served on the firm's investment committee. Founded in 1995 by the ex-U.S. Treasury Secretary William E. Simon, Paladin is an institutional real estate investment fund manager that has acquired or developed assets in the United States and Latin America with a total capitalization in excess of \$5 billion. Jay's responsibilities at Paladin included a lead role in selling the firm's REIT, in a \$210 million transaction. Prior to Paladin, Jay worked for Sanwa Bank, where he managed a portfolio of troubled commercial real estate loans. Jay graduated from UC Davis with a degree in managerial economics and earned an MBA from UCLA.



Marc Heenan, Head of Originations

Marc oversees the team that identifies and onboards lenders to PeerStreet, a platform for investing in real estate backed loans. Previously, Marc was First Vice President in OneWest Bank's Commercial Real Estate Group where he managed a team that sourced new originations in the Bank's \$15-\$40 million bridge lending program between 2013 and April 2015. Between 2011 and 2012, Marc oversaw a portfolio of distressed legacy commercial real estate loans for the Bank. Previously, Marc co-founded a firm which invested in distressed commercial real estate loans and has worked at Kennedy-Wilson and Merrill Lynch. He has a BA in History and Political Science and an MBA from UCLA.



Dan Graham, Head of Underwriting

Dan runs the underwriting team at PeerStreet, a platform for investing in real estate backed loans. In this role, he draws from his broad range of experience in real estate which includes: sourcing equity and debt investments, underwriting acquisitions, asset management, underwriting and managing pools of distressed debt, and operations and technology-related projects for the single family residential space. Dan began his career working in fixed income sales for Prudential, Deutsche Bank and Morgan Stanley, offering a full range of fixed income securities including treasuries, agencies, corporates, municipal bonds, ABS, MBS, CMBS and CDO's. Prior to PeerStreet Dan founded a real estate consulting business. Dan graduated from Vanderbilt University with a degree in economics and earned an MBA with a focus on real estate and finance from the University of Southern California.



Scott Eric Gottlieb, Chief Compliance Officer

Scott is responsible for managing and overseeing regulatory compliance at PeerStreet, a platform for investing in real estate backed loans. Scott brings more than eighteen years of experience in developing, implementing and monitoring compliance programs for investment advisors, hedge funds, private equity firms and broker-dealers. Scott also serves as President of U.S. Compliance Consultants, a nationally recognized provider of compliance solutions to the investment management industry. Prior to founding U.S. Compliance Consultants, Scott practiced corporate and securities law with Kelley, Drye & Warren LLP, an international law firm. During the course of his legal career he advised clients on securities regulation, investment advisor compliance, broker-dealer regulatory issues, initial public offerings, private placements, venture capital financings and international joint ventures. Scott is an honors graduate of Tufts University and the University of Connecticut School of Law.

