

GREG REITZ,
Founder and Principal



Greg Reitz is a Founder and Principal at RETHINK Development. Greg entered the real estate business as a green consultant for E2. During his stint there he worked for John Picard, a world-renowned sustainable development consultant on developing master planned communities. In 2003, he was named the Green Building Advisor for the City of Santa Monica where he established the city as the recognized leader in the US for green building initiatives. Greg is a LEED accredited professional and currently serves on the Board of Directors for the Los Angeles Chapter of the US Green Building Council. Before entering the field of green building, Greg helped start several businesses in the high tech industry including multi-national Velodea, Inc., and was a Customer Relationship Management / Business Process Re-engineering consultant for Anderson Consulting. Greg holds a degree in cybernetics from the University of California, Los Angeles.

STEVE EDWARDS,
Founder and Principal



Steve Edwards is a Founder and Principal at RETHINK Development. Steve is an innovator across a number of industries ranging from entertainment to technology and is a proven entrepreneur in the real estate market. Prior to founding RETHINK, he was recruited by commercial real estate investment and management organization, Winebright Properties to help manage, expand and develop its portfolio of shopping centers. Before his transition into real estate, Steve headed the product management and production group for integrated production company LivePlanet. Prior to LivePlanet he founded and headed Product Management and Marketing for a venture capital funded enterprise software company that counted Intel, Hewlett Packard, Ernst & Young, and Yahoo among its customers. Steve holds a double degree in Entrepreneurship and Molecular Biology and Biochemistry from the University of Colorado.