



# EUROPEAN REAL ESTATE SUMMIT



**Eric Jafari**

Chief Development Officer and Creative Director

*edyn*

Prior to edyn, eric founded BridgePoint Ventures and Union Hanover Securities (UHS). BridgePoint was a boutique real estate firm that specialized in providing equity for middle-market property development. UHS was a sector agnostic real estate development firm with £1bn of development across North America and Europe.

Whilst at UHS, Eric co-founded Urban Villa, Europe's first boutique extended stay experience, forming the foundations of what is today recognized as the pioneering lifestyle aparthotel brand Locke. Eric is also the co-founder of Birch.

Eric now serves as edyn's Chief Development Officer and Creative Director, leading a Pan-European multi-disciplinary team managing acquisitions, asset management, construction, design, investment finance and planning.

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