

M. Therese O'Brian

DIRECTOR | 973.945.4136 | THERESEOBRIAN@KATZRETAIL.COM



Therese O'Brian is a retail real estate advisor specializing in landlord and tenant representation throughout New Jersey, where she serves as a Director in Katz's New Jersey office. She works closely with property owners, developers, and expanding retailers to create merchandising strategies that drive long-term value and successful occupancy.

Prior to joining Katz, Therese spent more than 20 years in digital marketing and earned a Mini-MBA in Digital

Marketing from Rutgers University. This unique background provides her with a data-driven perspective on retail real estate, enabling her to leverage digital marketing, social media, consumer insights, and analytics to identify emerging trends, understand consumer behavior, and develop targeted leasing strategies. Most recently, she was at RIPCQ, where she focused on leasing for health, wellness, and lifestyle brands.

By combining traditional real estate expertise with modern marketing and analytics, Therese helps landlords position their properties effectively, attract best-in-class tenants, and maximize asset performance. She is particularly skilled at identifying retailers whose customer profiles, growth objectives, and brand positioning align with the demographics and dynamics of each market.

Therese has represented and worked with a diverse range of retailers and operators, including Small Town Play Café, Tropical Juice Bar, Serotonin Wellness, Lukin Center for Psychotherapy, The Greek Chick, Aura Coffee, among others.

Therese is an active leader in the commercial real estate industry. She is a member of ICSC's The Pipeline and previously served on the Board of Directors of CREW NJ. She remains committed to advancing opportunities for women in commercial real estate while helping clients achieve their business and real estate objectives.

A lifelong resident of the Tri-State area and a New Jersey resident for more than 25 years, Therese is passionate about the state's real estate market. She resides in Westfield, NJ, and enjoys traveling, cooking, hiking, and paddleboarding in her free time.

RETAILERS REPRESENTED

Small Town Play Café

Tropical Juice Bar

Serotonin Wellness

Lukin Center for Psychotherapy

The Greek Chick

Aura Coffee

AFFILIATIONS & ACCREDITATIONS

Member, International Council of Shopping Centers (ICSC)

Mini-MBA in Digital Marketing, Rutgers University

Licensed Real Estate Broker, New Jersey