

WILLIAM C. MORLOK



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An architect and developer, Mr. Morlok has 38 years of experience in the building design and development process. He is co-founder and managing member of IDEA Partnerships, and has been president of Morlok Development Group (MDG) since the inception of the original corporation in 1985.

Prior to founding MDG, Mr. Morlok was a principal of Ewing Cole Architects, one of the largest architectural, engineering, interior design and planning firms in the Mid-Atlantic region. He served on the Board of Directors and was the firm's Director of Business Development as well as Director of Health Care Architecture. His exposure to and participation in the planning and design of a wide range of academic, corporate, health care and development projects gives him a unique insight into the many economic, business, social and political issues associated with the development of real estate.

At MDG, Mr. Morlok created a "service-based" approach to real estate development, enabling the formation of strong, vital partnerships rather than short-term consulting or real estate "deal" relationships. This service-based approach is uniquely suited to the culture and decision-making process of institutions and to partnership development of all types.

Mr. Morlok has experience in a full range of comprehensive real estate development activities including: needs assessment, pro forma preparation, financing, development planning, permitting, real estate analysis, project implementation, financial projections, project management, marketing, leasing, and property management. Recent clients and development engagements include Innovation Park at Penn State, Oklahoma Technology and Research Park, Saratoga Energy + Technology Park, and Arkansas Research and Technology Park. Recent consulting projects include University Innovation Park, New Orleans Regional Planning Commission, South Dakota State University, Western Carolina University Millennial Initiative, NYU School of Medicine, Wake Forest University Health Sciences, and New York Presbyterian Hospital.

During the course of his career, Mr. Morlok has been an invited speaker for the Association of University Research Parks, the Economic Development Institute of New Jersey, Society for College and University Planning, and CIED. Mr. Morlok has also been published in professional journals such as *Real Estate Finance Journal*, *School and College*, *The Real Estate Forum*, *Tri-State Real Estate Journal* and *Forum*.