



*“Real estate investment and management is dynamic and diverse, requiring a comprehensive understanding of fields ranging from operations to accounting to market influences. URG’s success as an owner, partner, and operator lies in our ability to attract and retain knowledge leaders and experts in each of these fields who can paint the whole picture.”*



Portland, Oregon

Holly Vetrone combines more than a 13 years of public and private accounting expertise with a strong understanding of business operations for the commercial real estate industry obtained from Asset Management roles. As her operational focus refined, she adapted her accounting and financial background to develop a synergistic approach to business leadership. Previous roles as Finance Manager, Controller, and VP Finance and Administration included leadership of accounting and administration teams, with a strong emphasis on operational interactions and development of systematic procedure guidelines, and comprehensive reporting upgrades. Holly has also served as head of Human Resources, where she oversaw all aspects of human resources management. Prior to joining URG, she served as Director of Operations for a commercial real estate portfolio exceeding 2 million square feet of Class-A office product. In this role, Holly is responsible for overall strategy, operations, leadership and staff management. Her day to day functions include investment performance review, oversight of operating and capital budgets, cost-benefit assessment of projects, cash flow projections, project management, and coordination of property management, leasing, construction, and tenant relations activities.

Currently, Holly acts as Director of Operations where her responsibilities include corporate budget review, negotiating management contracts, due diligence and procurement, and Project Manager for corporate strategic initiatives.

Holly is a Certified Public Accountant licensed in the state of Oregon.