

The Operator in the Room

Shelley Balanda is the Founder of Footprynt, a fractional COO and strategic execution practice that protects legacy CRE organizations and their bottom lines through smart, future-proof systems built to execute and scale.

Since 2020, that work has unlocked over \$100 million in enterprise value across founder-led and multi-generational firms navigating growth, transition, and institutional readiness. The mission is simple: give lean, entrepreneurial operators the infrastructure to stay competitive and the bandwidth to stay focused.

Her work spans organizational design, process architecture, capital enablement, and governance across office, retail, industrial, and multifamily sectors. With \$5B+ in transactions and \$1B+ in structured JV equity behind her, Shelley pairs high-level strategy with the executional discipline to implement it.



Shelley Balanda
FRACTIONAL COO

\$10B+

Aggregate Client AUM

\$100M+

Enterprise Value
Creation

25+

Projects

12+ MONTHS

Average Engagement

Built For Your Inflection Point

Footprynt steps in as the operational force multiplier. Removing the constraints that slow execution, absorbing the complexity that pulls leadership off course, and building the systems that let your best people do their best work.

Fractional COO Partnership

Embedded leadership that absorbs complexity, aligns teams, and translates strategy into execution.

Scale & Systems Build

Repeatable systems and cross-functional alignment built to support rapid growth.

Operational Reset & Stabilization

Rapid diagnostic and structured reset to regain ground without adding bureaucracy

Legacy Transition Readiness

Knowledge transfer, continuity planning, and the structure founders need to step back with confidence.

Our Ideal Partners

- Founder-led and multi-generation CRE firms, typically \$500M–\$5B AUM
- Growth-stage operators | adding assets faster than their infrastructure can support
- Founders in transition | protecting legacies and preparing for what comes next
- Operationally stretched organizations | spending too much time fighting fires and lacking operational clarity



OFFICE



RETAIL



INDUSTRIAL



MULTIFAMILY



MIXED-USE

Career and Credentials

The best operational leaders understand every corner of the business. Before founding Footprynt, Balanda held senior leadership roles at Eastdil Secured, AEW, UBS, Jamestown, and KPR Centers – deliberately building fluency across brokerage, institutional capital, and operating companies. Few COOs can claim that range. And that’s by design.

RECOGNITION

- **2025** Transformational Strategist in CRE
- **2024** CREW Boston Entrepreneur of the Year
- **2023** Globe St. Women of Influence

AFFILIATIONS

- **Co-Chair**, CREW Boston Entrepreneur Exchange
- **Member**, CREW
- **Member**, ICSC
- **Member**, NAIOP
- **Member**, ULI

Select Client Engagements

RETAIL	\$1B Vertically Integrated Fund Manager	Resource mapping and digital transformation strategy to modernize systems and prepare the platform for next-stage growth.
OFFICE INDUSTRIAL DEVELOPMENT	\$800M Multi-Generational Family Office and Operator	Interim COO support during COVID-19; expanded to competitive positioning, capital readiness enablement, digital transformation for leasing workflows, and talent acquisition strategy.
MULTIFAMILY	\$210M Vertically Integrated Investment Firm	Investor-grade infrastructure buildout. Reporting standards, performance metrics, track-record validation, capital formation strategy, and new-market penetration planning.
MULTIFAMILY	\$2B+Vertically Integrated Investment Firm	COO in Residence supporting the platform institutionalization through organizational assessment, vendor compliance and procurement, workflow redesign, talent acquisition and retention strategy, and HR infrastructure buildout through an ADP PEO partnership.
RETAIL MIXED-USE	\$2B+ Multi-Generational Family Office and Operator	Discreet partnership evaluation and succession planning for a multi-generational family office with a 120-year operating history and \$2B+ national portfolio.

Available for

- ▣ Strategic Advisory ▣ Fractional Leadership ▣ Speaking Engagements



FOOTPRYNT

