



Alex Frei
Senior Vice President, CBRE

Professional Experience

Alex Frei joined CBRE in 2018 as a Senior Vice President with the Transaction and Advisory Services team. He focuses on all aspects of site selection with an emphasis on the identification, negotiation, documentation, and administration of state and local government incentives. Alex is a big-picture thinker who adds value through his multicultural experience, deep expertise in real estate brokerage, and perceptive insights on the relocation decision. He is widely recognized by the major economic development agencies as one of the top site selectors and incentives negotiators in the United States.

Having negotiated over one billion dollars in state and local incentives packages for his clients, Alex knows what it takes to service high-stakes clients, handle complex negotiations, and maximize outcomes for his clients. Leveraging his background in engineering and sales, Alex brings meticulous attention to detail to each project, delivering results across a broad spectrum of industries. Known for his objective, problem-solving approach, he excels in identifying pain points, understanding the key site selection criteria and incentives opportunities, preparing the most relevant business case for state and local agencies, and minimizing the financial burden that can accompany change.

By virtue of his living and working in the U.S., Germany, and Mexico, Alex has shaped a global mindset, sharpened his communication skills, and experienced a great deal of personal growth that fuels his creativity and effectiveness in business. He expands his thought leadership through his writing, having authored numerous articles in trade journals, and through media contribution, having been referenced in the WSJ, Forbes, CNBC, MSNBC, and CNN. Alex is also a sought-after speaker and panelist at industry conferences on site selection and tax credits and incentives best practices and its impact on the site selection process. He is fluent in German, Spanish, and English.

Prior to CBRE, Mr. Frei was a Senior Managing Director of the Business Incentives Practice at Cushman & Wakefield, and a trusted advisor in the areas of tax credits and incentives, site selection, and economic development.

Education, Membership and Certifications

- Master of Business Administration (MBA) from Northern Illinois University
- Bachelor of Science degree in Mechanical Engineering from Bradley University
- Participant in the Program On Negotiation at Harvard Law School
- LEED Accredited Professional
- Active member of Access Living's marathon fundraiser committee