



Hansell Roddenbery

**Principal
Atlanta**

Professional Experience

Hansell Roddenbery joined Cresa Atlanta in 2002 to bring his proven sales and business skills to the commercial real estate world. Hansell has demonstrated success in building customer relationships and providing exemplary service for over 20 years. As a National Sales Manager he has produced revenues in excess of \$65 million annually and has proven skills in strategic planning, competitive analysis, advertising and public relations.

Prior to becoming President/CEO of Ted Turner's company, U.S. Bison Co., Hansell worked for Dean Foods as Sales Manager. Before that, Hansell was National Sales Manager for W.B. Roddenbery Co., a 5th generation family business, where he directed regional sales managers, as well as 30 brokers.

Hansell's proven track record in both entrepreneurial environments and in large corporations offers an understanding of the importance placed on decisions relating to real estate. Hansell specializes in tenant representation with a focus on space acquisition, disposition and early renewal strategies.

Education

Mercer University, Executive MBA in International Management, 1997

Mercer University, BBA in Business Management, 1984

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