

Commercial Real Estate

Sares Regis has named 2 women to top leadership positions



Image: Sares Regis Group of Northern California

Sares Regis Group of Northern California's promoted Janice Yuen to be its new chief financial officer.



By [Olivia Peterkin](#) – Digital Editor, Silicon Valley Business Journal

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Real estate developer Sares Regis Group of Northern California has promoted a pair of women to top roles.

The San Mateo firm named Janice Yuen to as its chief financial officer and Yuyu Lin to be president of its commercial real estate services (CRES) division, it said Tuesday. Both are veterans of the company; Yuen has been with Sares Regis since 2012, Lin since 2005.

"We are proud to announce these promotions," Mark Kroll, the firm's co-founder and managing partner, said in a press release. He continued: "Both Yuen and Lin have excelled at Sares Regis Group, as well as within the industry."

Yuen is replacing Ginger Bryant, who was the firm's first and, until now, only CFO. Bryant will stay on as a senior advisor and managing partner, Kroll told the Business Journal in an email.

Lin, meanwhile, is succeeding Jeff Birdwell, who was president of the CRES division for more than 25 years, he said. Birdwell is stepping into the role of managing director.

The moves are all part of the firm's succession plan, Kroll said in his email.

Prior to taking on her new role, Yuen had been Sares Regis' senior vice president of asset management since last April. Before that, she had been the chief operating officer of the firm's CRES division. In that latter post, she had played a key role in the division's growth, Kroll said. All told, she's overseen 2.5 million square feet worth of projects, he said.

The Business Journal named Yuen, who has a master's degree in business administration from the University of California, Berkeley's Haas School of Business, [one of its 40 under 40 award winners](#) in 2018.

"She has been a rising star since she joined the company," Kroll said in the press release.

Before becoming president of Sares' CRES division, Lin had been the group's chief operating officer. She succeeded Yuen in that role in 2021, when the latter took a parental leave, according to their LinkedIn pages. In that post, she was the lead development manager for the Google LLC's new Bay View campus, which the Business Journal [named last year](#) as its [Structures Award](#) winner for Best Campus Project.

In her new role as president of the CRES division, Lin is overseeing the ground-up development of more than \$6 billion worth of office and infrastructure projects in the Bay Area, according to the press release. The Business Journal [recognized her](#) last year as one of its [Women of Influence](#) in Silicon Valley.



Image: Sares Regis Group of Northern California

Yayu Lin is the new president of the Commercial Real Estate Services division for Sares Regis Group of Northern California.

"We are proud to have (Yuen and Lin) lead our organization in the future," Kroll said in the press release.