

Jill Bensley

President, JB Research Company

jill@jbresearchco.com

Summary

Ms. Bensley is president of JB Research Company, an economic consulting firm specializing in concept development, market and financial feasibility testing for cultural, retail, entertainment, and sports real estate projects. Though trained as an economist, Ms. Bensley has long believed that the big hits and all of the “misses” in these industries are a function of understanding and catering to the collective hearts and minds of various demographic cohorts. Because of this belief, she is an avid trend watcher and an expert on characteristics and behavior of various market segments

Experience

President at JB Research Company

1992 - Present (24 years)

Economic consulting firm specializing in concept development, market and financial feasibility testing for cultural, retail, entertainment, and sports real estate projects.

Vice President at Harrison Price Company

1982 - 1992 (10 years)

Director of Research at South Mark/University Group

1980 - 1982 (2 years)

Projects

Academy Museum of Motion Pictures

Members:Jill Bensley

Market Research, Site Analysis, Attendance and Financial Projections

Sega/British Broadcast Corporation

Members:Jill Bensley

Strategic Development Plan, United States Expansion

The Concord Resort

Members:Jill Bensley

Master Plan, Market Research and Financial Feasibility for a Mixed-Use Entertainment Development

Languages

Italian

Skills & Expertise

Shopping Centers

Site Selection

Real Estate Development

Mixed-use

Retail

Redevelopment

Real Estate

Location Intelligence

Feasibility Studies

Entitlements

Disposition

Real Estate Economics

Theme Parks

Museums

Entertainment

Restaurants

Live Performance Venues

Sports Venues

Property Management

Commercial Real Estate

Due Diligence

Investments

Corporate Real Estate

Leases

Real Estate Transactions

Dispositions

Brokerage

Asset Management

Tenant

Construction

Joint Ventures

Lease Administration

Education

University of California, Berkeley

Bachelor of Science, Economics

Jill Bensley

President, JB Research Company

jill@jbresearchco.com



[Contact Jill on LinkedIn](#)