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Bob Goldberg is the Chief Executive Officer of the NATIONAL ASSOCIATION OF REALTORS®. The NATIONAL ASSOCIATION OF REALTORS® is America's largest trade association, representing more than 1.2 million members involved in all aspects of the residential and commercial real estate industries.

A 25-year veteran of NAR, Goldberg took over the reins on August 1, 2017. Prior to assuming the CEO position, he served as NAR senior vice president of Sales & Marketing, Business Development & Strategic Investments, Professional Development and Conventions for NAR.

In his SVP role, Goldberg was responsible for brand and strategic marketing and association non-dues revenue, and oversaw the largest employee base at NAR, with 69 division personnel. He guided a broad range of association initiatives including business development, strategic planning and partnerships, association product and marketing services and management, member professional development, competitive brand positioning, marketing, advertising and promotions, and group conventions.

Additionally, Mr. Goldberg is the President and Chief Executive Officer for the REALTORS® Information Network (RIN), a for profit, wholly-owned subsidiary of the National Association of REALTORS® (NAR), the nation's largest professional trade association. As CEO, he is responsible for oversight of the realtor.com® Operating Agreement with Move, Inc. Previously, Mr. Goldberg was the Chief Operating Officer and Senior Vice President of Marketing for RIN. As a member of the Executive Management team, he was responsible for business development and strategic partnerships, product marketing, management of all products and services, contract negotiations, strategic planning, competitive positioning, marketing and corporate communications, advertising and promotions, and conventions.

Prior to joining RIN, Mr. Goldberg was a Senior Vice President with PRC Realty Systems, the nation's leading provider of computer-based real estate information systems with \$85M in annual revenues. As an Officer of the company, he was responsible for marketing, business development, strategic planning, business operations (specifically having P/L responsibility for a \$20M business), operations review, business process re-engineering, and employee growth, as well as playing an active role in the \$60M sale of PRC Realty Systems. Additionally, Mr. Goldberg was responsible for product management (online services, application software products, and published products), software development and support, product launches and positioning, convention planning, field sales support, third party product evaluation, customer advisory group liaison, competitive analysis, and internal and external communications.





NATIONAL
ASSOCIATION *of*
REALTORS®

Leadership Team

In his 11 years with PRC, Mr. Goldberg also held key management positions in Business Operations, Sales (led company in 1992 with \$24M in sales), Product Marketing, Product Support and Customer Services.

Previously, he was the National Marketing Manager with IFI/Plenum Data Corp., a leader in online information database products distributed through Dialog Information Services.

Mr. Goldberg holds a Bachelor of Arts degree from the University of North Carolina-Chapel Hill.