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BOB GOLDBERG
NATIONAL ASSOCIATION OF REALTORS®
CHIEF EXECUTIVE OFFICER

Bob Goldberg is chief executive officer of the National Association of REALTORS®. In that role since August 2017, he has worked closely with NAR's leadership to transform the organization—introducing a staff culture focused on putting members first, leading change, communication, collaboration, and giving respect.

Among the initiatives he has launched are an Innovation, Technology, and Investment Summit; an Executive Outreach Program; and "Day in the Life of a REALTOR®," a program that puts every NAR staff person into the field each year to better understand the work of REALTORS® and local associations.

Goldberg is also president of NAR's investment arm, Second Century Ventures, as well as the highly ranked REach® technology accelerator. Through those entities, NAR holds positions in a range of technology companies, driving innovation for the benefit of the industry and NAR members. In addition, he is president and CEO for the REALTORS® Information Network (RIN), a for profit, wholly-owned subsidiary of NAR, where he's responsible for oversight of the realtor.com® operating agreement with Move Inc.

A 23-year veteran of NAR and a recent inductee into the REALTORS® Political Action Committee Hall of Fame, he previously served as senior vice president, overseeing a wide portfolio that included sales, marketing, business development, and strategic investments. Before joining NAR, Goldberg was a senior vice president with PRC Realty Systems, the nation's leading provider of computer-based real estate information.

In January 2019, Goldberg was named No. 7 on the Swanepoel Power 200, a list of the most powerful and influential executives in real estate, produced annually by consulting firm T3 Sixty. Goldberg holds a bachelor of arts degree from the University of North Carolina-Chapel Hill. He and his wife, Susan, a former REALTOR®, live in Chicago.

