ELIZABETH GOLDREICH

CAPITAL FORMATION / STRATEGIC RELATIONSHIPS / REAL ESTATE INVESTMENT

DALLAS–FORT WORTH • ASPEN • LOS CABOS

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EXECUTIVE PROFILE

I connect people, opportunities & ideas.

Dynamic, relationship-driven business executive, real estate investor, and strategic advisor with more than three decades of experience across private investments, sales, marketing, and business development. A natural ambassador known for positive energy, entrepreneurial initiative, and building trust. Nearly 11 years at Trinity Investors supporting investor engagement, capital formation communications, executive leadership, and strategic initiatives.

AREAS OF EXPERTISE

Strategic Relationships • Commercial Real Estate • Business Development • Executive Advisory • Firm Ambassadorship • Investor Communications • Brand Strategy • Events & Special Projects

PROFESSIONAL EXPERIENCE

TRINITY INVESTORS | Jan 2016 – Oct 2026

Director of Marketing & Strategic Advisor

- Advised senior leadership on investor engagement, strategic communications, corporate positioning, and business initiatives.
- Supported capital formation through investor presentations, investment messaging, marketing materials, communications, and relationship development.
- Directed corporate marketing, brand development, and executive communications across the firm.
- Produced investor briefings, video property tours, networking events, executive presentations, and the flagship investment conference.
- Represented the firm as an energetic ambassador, strengthening connections with investors, partners, and industry professionals.

PRIVATE REAL ESTATE INVESTOR | 2010 – Present

Owner & Portfolio Manager

- Own and manage commercial, residential, and hospitality-related investments, including medical office, retail, rental, and resort properties.
- Oversee leasing, tenant and broker relationships, operations, capital improvements, financing considerations, and investment performance.
- Negotiate leases and vendor arrangements with a hands-on ownership perspective.

LIZARD CREATIVE LLC | 2010 – Present

Founder & Strategic Marketing Consultant

- Lead boutique consultancy delivering brand strategy, corporate communications, creative direction, and special-project execution.
- Collaborate with a trusted creative professional to provide graphic design, presentations, digital communications, and marketing collateral.

ELIZABETH GOLDREICH

EXPERIENCE / EDUCATION / COMMUNITY LEADERSHIP

PROFESSIONAL EXPERIENCE / CONTINUED

T BANK, N.A. | 2012 – 2017

Advisory Board Member

- Contributed business perspective, community relationships, and insight in a financial services environment.

GOLDREICH ORTHODONTICS | 1995 – Present

Business & Marketing Consultant

- Advise on marketing and community engagement.

EARLIER CAREER

MCI WORLDCOM | 1994–2000

Sales Specialist • Field Marketing Specialist • Sales Manager • Product Manager

THE UPJOHN COMPANY | 1990–1994

Pharmaceutical Sales Specialist

EDUCATION & CERTIFICATION

Texas Christian University | Master of Business Administration (MBA)

The University of Texas at Austin | Bachelor of Science, Advertising

Southern Methodist University | Certificate in Mediation

COMMUNITY LEADERSHIP & SERVICE

Alcuin School | Advisory Board Member | 2019–Present

Junior League of Collin County | Sustainer | 1995–Present

Benevolent and Protective Order of Elks | Member | 2025–Present

Texas Christian University | Chancellor's Advisory Council Member | 2019–2024