



Russell “Pepe” Smith

Analyst / Associate
Institutional Services Group
Capital Markets & Leasing
o 201 488 5800 x283
c 973 760 0160

Scope of Responsibilities

Russell “Pepe” Smith joined NAI James E. Hanson in November 2025. As an Analyst with the firm’s Institutional Services Group (ISG), he supports capital markets and leasing initiatives across industrial assets throughout the Tri-State market.

Working alongside senior team members, Pepe is actively involved in underwriting, financial analysis, valuation, and market research to support investment and transaction strategies. His role includes preparing detailed financial models, assisting in the execution of acquisitions and dispositions, and contributing to client presentations and marketing materials.

With a background in finance, business leadership, and communications, Pepe brings a data-driven and analytical approach to evaluating opportunities and delivering actionable insights. Known for his initiative, attention to detail, and collaborative mindset, he plays a key role in strengthening the team’s ability to deliver informed, client-focused solutions.

Education

High Point University — M.A., Communication & Business Leadership

- Dean’s List, (three time honoree)
- Recipient, Agility & Resilience Award

High Point University — B.S.B.A., Finance (Minor: Accounting)

- Treasurer, Sigma Nu Fraternity
- Business Fellow
- Presidential Scholar

Background & Experience

Before joining NAI James E. Hanson, Pepe built a diverse foundation through internships in financial planning and analysis with E&S Food, Inc., a family-owned Italian food distributor in New Jersey, and Delavan Ag Pumps in Minneapolis, as well as a volunteer role as a Communications Consultant for Joyce Uptown Foodshelf, a Minneapolis-based nonprofit. These experiences strengthened his financial acumen, problem-solving abilities, and communication skills, all of which support his work in commercial real estate today.

Outside of his professional pursuits, Pepe is an avid outdoorsman who enjoys hunting, fishing, golfing, snowboarding, and spending time with family, friends, and his husky. His combination of analytical expertise, leadership experience, and well-rounded personal interests contributes to the disciplined, client-focused approach he brings to every assignment.

Professional Affiliations

- NJ Licensed Salesperson