

# RYAN H. GOODELL, JD, MBA

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## BUSINESS AND REAL ESTATE EXECUTIVE

Trusted and respected senior-level executive with over nineteen years of business, real estate and leadership experience. Entrepreneurial, results-oriented leader with expertise analyzing, structuring, negotiating and closing complex transactions. Strategic and analytical problem solver with the ability to develop and implement strategies for growth and development. Extensive experience and demonstrated success hiring, managing, training and evaluating executives and staff. Strong verbal and written communication skills with all audiences, with the ability to support, motivate and inspire individuals and teams in a diverse and dynamic environment. Exceptionally self-motivated, a high standard of integrity and strong desire to excel, all with a positive attitude and a good sense of humor.

### Core Competencies:

Strategic Planning & Management • Visionary & Collaborative Leadership • Team Building  
Business Operations & Financial Management • Risk Management • Human Resources  
Real Estate Development • Construction & Project Management • Facilities Management  
Lease Negotiations • Acquisitions & Dispositions • Complex Transaction Negotiation

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## PROFESSIONAL EXPERIENCE

University of Arizona, Tucson, AZ

January 2022 - Present

### **VICE PRESIDENT, FACILITIES, OPERATIONS AND CAMPUS PLANNING**

Senior-level executive responsible for oversight and operation of the University's Planning, Design and Construction organization, which includes real estate, space management and geographic information systems; the Facilities Management organization, which includes utilities and energy services, campus landscape and natural resources; the Office of Sustainability; the Phoenix Biosciences Core (the University's Phoenix-based medical school campus); and Business Affairs' Auxiliary Services, including Parking and Transportation Services, the University Bookstores, and Student Unions. Develop and manage annual operating budgets exceeding \$300M for the seven (7) organizations under my leadership, and an average of \$300M annually in capital projects. Responsible for the maintenance and operation of the University's facilities throughout the system, totaling 19M square feet of space spread over 820 buildings. Develop and implement operational strategies for the growth, restructuring and expansion of each organization under my leadership. Provide leadership direction, strategic planning and business consultation to the President, Senior Leadership Team, and operational leaders within my organizations (a staff totaling 2,500 employees). Advise and collaborate with diverse groups of internal and external stakeholders, including faculty and staff throughout the University, the Board of Regents, and Office of the Attorney General, government agencies and members of the community.

### **Key Achievements:**

- Completed due diligence and financial analysis to develop viable deal structure for the University's Center for Advanced Molecular and Immunological Therapies ("CAMI") building, a \$230M medical research facility to be constructed on the University's Phoenix Biosciences Core campus.
- Successfully delivered all capital projects within pre-COVID budgets and under difficult price escalation, workforce and supply chain availability, and pandemic safety conditions while meeting original design intent and programmatic goals.

- Initiated and working through a strategic reorganization and merger of the Planning, Design and Construction organization and the Facilities Management organization to create organizational efficiencies and a higher level of knowledge and shared expertise within the integrated team.
- Developed and implementing a rebranding strategy for the BookStores that has already lead to a 27% increase in gross sales in Fiscal Year 2023, breaking all prior sales records for the BookStores operation. Developed and implemented new “Pay One Price” program to electronically deliver course materials to students at a substantially reduced cost.
- Developed and implemented Mandatory Meal Plan program within the Student Unions to align with national peers, creating an additional \$8M of annual income for the operation. Completed seven construction and restaurant rebranding projects within 12 months to support the launch of Mandatory Meal Plans in the Fall 2023.
- Developed and implemented new parking options and revised plans to address change in demand and customer parking habits with remote/hybrid work (gateless garages, new technology, etc.), resulting in revenue exceeding pre-pandemic levels. Transitioned Motor Pool and the Garage from Facilities Management to Parking and Transportation Services to better align with operational strategies and to provide higher levels of customer service.
- Implemented monthly leadership meetings and professional development sessions for my team members to increase collaboration, outline organizational goals and provide leadership direction. These efforts increased employee morale, fostered enhanced collaboration, and created a stronger sense of belonging for team members.

Washington State University, Pullman, WA

January 2018 – December 2021

**ASSOCIATE VICE PRESIDENT, REAL ESTATE AND BUSINESS OPERATIONS**

Senior-level executive responsible for the leadership, planning, management and operations of University’s Real Estate and Business Operations organization. Developed policies and procedures to create efficiencies and simplify operational processes to meet the strategic goals and mission of the University. Provided real estate, business and contract services to every campus, department, unit and college within the University system. Analyzed, evaluated and provided strategic vision, planning and structure for the University’s business opportunities and for its existing business partnerships. Responsible for all University and WSU Foundation real estate transactions, including acquisitions and dispositions, facilities and property management, lease transactions, development agreements, acceptance and management of endowment properties and the development and execution of privatized development projects. Managed and operated several University offices and auxiliary businesses throughout the University system.

**Key Achievements:**

- Negotiated, drafted and executed several Corporate Sponsorship Agreements worth over \$15M to the University.
- Closed over \$8.5M in dispositions of the University's surplus properties and increased the University’s lease income by over \$2.9M/year.
- Closed over \$2.5M in acquisitions.
- Processed over \$2.8M in real estate gifts to the WSU Foundation.
- Reduced the University's lease-related expenses by over \$600K/year through renegotiation of existing leases and elimination of redundant leased space; collected over \$1.6M in past due rent.
- Implemented a new property management system to increase efficiency and provide enhanced financial reporting capabilities to manage income, expenses and risk.

GVD Commercial Properties, Inc., Spokane, WA

November 2004 - December 2017

**VICE PRESIDENT AND SECRETARY**

Senior-level executive responsible for all aspects of the Corporation's business operations in the northwest region. Developed and successfully implemented operational strategies and structure for the growth and expansion of the Corporation. Responsible for all of the Corporation's real estate activities including dispositions and acquisitions (including 1031 Exchanges); due diligence and title work; joint venture agreements; complex development agreements; tax increment financing agreements; and reciprocal easement agreements with tenants/users within shopping centers and mixed-use developments. Responsible for the oversight and completion of the Corporation's construction projects, including hiring and managing all contractors and consultants. Managed and provided leadership direction to the leasing department and property management department to ensure compliance with all contractual, financial and occupancy-related lease obligations. Oversaw the management and ongoing maintenance and repair of the Corporation's properties and facilities. Responsible for the oversight and management of accounting to ensure proper financial reporting for the Corporation and all related entities. Developed and managed the strategy and function of the human resource department, as well as risk management and insurance. Responsible for the resolution of all pre-litigation legal disputes and management of outside litigation attorneys. Managed all aspects of litigations, arbitrations and claims, including case strategy, preparation of pleadings, hearings, depositions and settlement negotiations.

**Key Achievements:**

- Successfully opened the northwest office with the founder and CEO of the Corporation, which quickly grew to a team of 20 members and became the "home" office of the Corporation. Hired, trained and managed all team members and all departments.
- Developed and implemented organizational structure within the Corporation to allow for aggressive and successful growth.

Ruby Hospitality, Spokane, WA

April 2009 - December 2017

**VICE PRESIDENT/SECRETARY/DIRECTOR/SHAREHOLDER**

Senior-level executive responsible for all aspects of Corporation's business mergers and acquisitions through stock or asset purchases. Drafted, negotiated and closed all acquisitions and completed the transfer of franchise agreements, trade names and intellectual property, liquor licenses and personnel. Developed and implemented macro and micro level strategies for growth and development of the Corporation and numerous related entities. Drafted and filed necessary corporate formation documents for the creation of new entities and joint ventures, as well as obtained all State and City business licenses and permits. Provided strategic planning, business direction and legal consultation to business partners and operational managers in the Corporation's hotels, event centers and restaurants. Filed and monitored all trademark applications, licensing agreements and registrations for the Corporation its related entities.

**Key Achievements:**

- Successfully completed the acquisition, turnover, rebranding and redevelopment of five hotels within a four-year period.
- Successfully completed the acquisition and/or joint venture restructuring of over fifteen restaurants with a diverse group of partners.
- Developed and implemented risk management practices and created, implemented and managed a new human resource department within the Corporation to oversee its 200 team members.
- Resolved wrongful termination claims, wage claims, all worker's compensation and unemployment claims.

Huppin, Ewing, Anderson & Paul, P.S., Spokane, WA

August 2004 - November 2004

**ASSOCIATE ATTORNEY**

Practice focused on business and commercial matters, with emphasis on creditor-debtor relations/remedies, including collections, construction claims, liens, work outs, reorganizations and extension agreements. Member of the firm's real estate, business and estate planning group.

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**EDUCATION, LICENSES & INVOLVEMENT**

Gonzaga University School of Law

May 2004

**JURIS DOCTORATE**

- **Gonzaga Law Review** - Cite & Source Editor (2002-2003); Associate Editor (2003-2004).
- **CALI Awards for Excellence** (highest grade in the class) - Legal Research and Writing I, Legal Research and Writing II, Federal Jurisdiction and Personal Taxation.

Gonzaga University Graduate School of Business

May 2004

**MASTER OF BUSINESS ADMINISTRATION**

Washington State University

May 2000

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION**

**(with focus in Business Management & Entrepreneurship)**

- Phi Eta Sigma National Honors Society
- Craig Heinen Memorial Award

Licenses and Involvement

- President's Cabinet, University of Arizona
- Campus Research Corporation, Inc. (UA Tech Parks), Board Member
- Sustainability and Climate Action Plan, University of Arizona, Advisory Team Member
- Washington State University Land Legacy Council, Washington State University, Former Council Member
- Washington State University Foundation Gift Management and Acceptance Committee, Former Committee Member
- State Government 2021 & Beyond Task Force, Washington State Legislature
- Association of University Real Estate Officials (AUREO), Member
- Western Association of College and University Business Officers (WACUBO), Member
- Washington State Bar Association Member, Admitted in 2004 (inactive status)
- Spokane Shadow Youth Soccer Club (Spokane Sounders), Former Board Member