

CAMERON BAIRD

Senior Vice President

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Cameron Baird is a trusted commercial retail specialist with over 20 years of experience serving landlords and tenants throughout the San Francisco Bay Area.

With a background in corporate retail marketing, Cameron built a thriving career in commercial brokerage, where he now specializes in urban planning, leasing, and sales—particularly within the dynamic restaurant and retail sectors of the Bay Area. He helps clients navigate the complexities of commercial real estate with strategic guidance on zoning and planning, ABC and entertainment permitting, conditional use and formula retail compliance, as well as lease negotiation and property administration.

Clients value Cameron's deep market knowledge and his ability to develop tailored strategies that maximize the value of retail assets. Whether advising landlords on leasing and disposition or supporting tenants with expansion strategy and site selection, he delivers practical, balanced solutions grounded in local expertise.

Before Kidder Mathews, Cameron was a Senior Vice President and the Bay Area Retail Lead at Avison Young for the past seven years. Prior to AY he served eight years as Director at Cushman & Wakefield. He is also a long-standing member of the International Council of Shopping Centers (ICSC). In addition to this affiliation, Cameron has been recognized as a Costar Power Broker four times in his career – in 2015, 2018, 2020 and 2024.

Beyond brokerage, Cameron is a partner in several local ventures, including Per Diem restaurants with two locations in San Francisco. He resides in Marin with his wife and two children and enjoys golfing, skiing, home improvement projects, and races in an amateur auto racing series in his free time.

EDUCATION

He earned his degree cum laude in Marketing with a specialization in finance, from the W. P. Carey School of Business at Arizona State University.

LANDLORD REPRESENTATION

Barings

Chelsea Pacific Group

Clarion Partners

Honorway Corporation

Mitsui Fudosan Mosser Capital

Ridge Capital

Seagate Properties

The Swig Company

Wood Partners

TENANT REPRESENTATION

Brandless

Edward Jones

Epicurean Trader

First American Title

Goodwill

Halal Guys

Italian Homemade Company

Jimmy Johns Sandwiches

June Oven

Palmetto Superfoods

Per Diem Restaurant

Room & Board

Square Pie Guys