

GARY BARAGONA

Vice President of Research

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Gary Baragona is Vice President of Research at Kidder Mathews, where he leads the firm's market research and analytics for the Western U.S., with a deep focus on industrial, supply chain, e-commerce, life science, and workplace trends.

With over 25 years of experience in commercial real estate research, market analysis, and consulting, Gary delivers actionable intelligence that informs strategic decision-making for brokers, investors, and occupiers throughout the region.

Throughout his career, Gary has held senior research roles analyzing local, regional, national, and global market trends, giving him a comprehensive understanding of economic drivers and real estate dynamics. He has authored numerous articles, produced in-depth market reports, and delivered tailored research presentations for clients and colleagues.

A recognized thought leader, Gary is a frequent keynote speaker and panelist at major industry events and has delivered market trend presentations to both internal teams and external clients. His forecasts and insights on emerging trends and industry shifts are widely sought after by clients and peers alike.

Before joining Kidder Mathews, Gary served as a research leader for some of the world's largest commercial real estate firms, including 17 years at CBRE, three years at Cushman & Wakefield, and two years at Insignia/ESG. He has been with Kidder Mathews for four years, where he continues to elevate the firm's market intelligence capabilities.

Gary holds a Bachelor of Science in Psychology, with a Minor in Sociology, from the University of Oregon. He has also completed extensive coursework in economics, statistics, finance, and quantitative analysis, including certification in Real Estate Markets: Location, Product, Timing, and studies at the MIT Center for Real Estate in Boston, MA.

EDUCATION

University of Oregon
BS in psychology
Minor in sociology