

25 People to Watch

3 Jeff Blau

President

The Related Companies

Under Mr. Blau's leadership, The Related Cos. has developed projects that sparked the rejuvenation of Union Square and Columbus Circle. But the ultimate neighborhood game-changer lies ahead.

Related was tapped to develop Hudson Yards, placing Mr. Blau at the helm of a monumental effort that will create an entirely new 26-acre commercial and residential area as the company builds over the rail yards on the far West Side.

The timing of the \$15 billion, 12 million-square-foot project remains uncertain because of the economy. So in the meantime, Related opened offices in Abu Dhabi and Shanghai while also working with the United Brotherhood of Carpenters and Joiners to create a fund to originate construction loans.

Additionally, in an effort separate from Related, the 42-year-old Mr. Blau and two colleagues have privately raised \$1.1 billion to buy a bank.



—Theresa Agovino

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