

Gary Maler is Director of Strategic Initiatives with the Texas Real Estate Center at Texas A&M University in College Station. He served as director from 2005 through 2023. Prior to becoming the Center's chief administrative officer, Maler was the Associate Director. As Director of the Center, Maler focused his attention on garnering and managing the resources and talent of the Center, creating a work culture that is favorable to creativity, collaboration, and accountability, while looking for opportunities to grow the Center's expertise and reputation for excellence. Maler is passionate about strategy and has led the Center in developing a refined list of bold strategic initiatives.

Before joining the Center he worked in the private sector in real estate development. His past employers include Friendswood Development Company (FDC) in Houston, Texas. While with Friendswood he performed numerous land suitability and homebuyer preference surveys and the original market studies recommending successful projects including Copperfield, Greenspoint and Kingwood's office as well as entertainment and retail centers. He also oversaw the construction of those and other FDC projects and managed 16 municipal utility districts and their infrastructure.

During Maler's tenure at Texas A&M, he worked as a Special Assistant on Assignment to the Vice Chancellor for Development of the Texas A&M Research Park, preparing the original ground leases and initial marketing strategies, as well as conducting comprehensive special studies of real estate owned by Texas A&M. He also initiated and identified decision-making criteria that became the underpinnings of a formalized real estate management system at Texas A&M. He has taught strategic thinking in the Mays Business School Center for Executive Development.

Maler regularly makes presentations and assists real estate trade associations by conducting focus groups, business planning and strategy development sessions. He has assisted over 90 organizations during his 32- year career at Texas A&M.