

TRIANGLE BUSINESS JOURNAL

2017
CEO
of the year
AWARDS

ROGER PERRY

EAST WEST PARTNERS

Roger Perry was in the third grade in 1957 when the UNC-Chapel Hill men's basketball team won the school's first NCAA championship, and Perry decided he would be a Tar Heel for life. As it turns out, it was a decision that would help guide, direct and influence his – and the university's – future over the course of the next 50 years.

He based his company, the East West Partners real estate development firm, next to the UNC Finley Golf Club in 1985 after he had stints in South Carolina and Virginia learning the ins and outs of real estate sales and development from former partners of the Sea Pines Co.

Perry's East West Partners has since helped build nearly 15,000 homes, condos and apartment units, plus retail and commercial centers, across the North Carolina valued at close to \$4 billion. Its projects have included the 435-acre Meadowmont mixed-use community in Chapel Hill, the 800-acre Woodcroft housing and commercial development in Durham, the Uwharrie Point and Old North State Club golf course community in New London and the 246-unit Liberty Warehouse apartment project in downtown Durham. In May, East West Partners broke ground on its first development project in Wilmington, the \$78 million River Place condo, apartment, retail and parking deck project downtown.

In 2003, Perry was tapped to fill a vacant seat on the UNC-Chapel Hill Board of Trustees, later serving two years as its chairman and helping guide the direction



Chapel Hill-based Roger Perry has a major project planned for Wilmington.

for the university's future Carolina North campus. He is also a co-chair of the university's upcoming campuswide fundraising campaign launching in fall 2017, which is expected to eclipse the school's Carolina First campaign in 2007 with pledges of \$2.38 billion.

"I've gotten way, way more out of it than I have given," Perry says of the time and money he's given to the university over the years. "After business and family, it is the single thing that I have enjoyed the most in life. I wish that they would ask me to do more."

– Amanda Hoyle

▶ ROGER PERRY

Company: East West Partners

Age: 67

Birthplace: Fayetteville

Education: B.A., UNC-Chapel Hill

Family members: Wife, Linda; sons, Ben and Lee; daughters-in-law, Amy and Ashley; grandchildren, Allie, Jane, Louisa, Hannah, Clark and Lyle

First job: Picking worms, age 11