

Trina Smith Joseph — Managing Partner & EVP of Asset Management, Coro Realty 2025

Trina Smith Joseph serves as Managing Partner and Executive Vice President of Asset Management at Coro Realty, where she has been a driving force behind the company's strategic growth and operational excellence since joining in October 2015 as Senior Regional Property Manager. In 2019, she made history as the first African American woman appointed to the role of Managing Partner—a landmark achievement that reflects her exceptional leadership and industry impact.

A dynamic, solutions-oriented executive, Trina has been instrumental in advancing the performance and precision of Coro Realty's mixed-use and retail portfolios. She fosters transparent, proactive communication with investors while skillfully navigating complex market dynamics. With deep expertise in asset management, leasing, and property operations, she continuously refines processes to maximize value and efficiency across the firm's holdings.

Trina's real estate career began at LaSalle Partners (now JLL), where she rose through the ranks from part-time tenant service coordinator to Assistant General Manager. She gained critical experience launching and managing commercial properties within both publicly traded and privately held firms, developing a comprehensive understanding of real estate operations from the ground up.

She holds a Bachelor of Applied Sciences in Information Systems from Loyola University New Orleans and maintains active involvement in the commercial real estate community through organizations including the Commercial Real Estate Women (CREW) Network, International Council of Shopping Centers (ICSC), the Urban Land Institute (ULI), and Midtown Alliance.

A champion for diversity and inclusion, Trina served as President of CREW Atlanta in 2023 and is passionate about mentorship. She is deeply committed to empowering college students and early-career professionals, guiding them toward successful careers in commercial real estate. She also mentors emerging leaders through various organizations, including SheLeads Women's Empowerment Program, a partnership with the Atlanta Hawks supporting women across business sectors.

Trina's trailblazing leadership has earned numerous accolades, including:

- Bisnow's Atlanta Women Leading Real Estate (2022)
- Career Mastered National Leadership in Action Award (2023)

- ULI Atlanta WLI ChangeMakers Cohort (2022)

Beyond her professional accomplishments, Trina finds her greatest joy in family. She is married to her loving husband, Ronald, and is a proud mother to daughters Brittney and Sydney, and devoted son-in-law Byron. Her heart is fullest when spending time with her cherished grandchildren, Bailee and Byron, and the family wouldn't be complete without their beloved fur baby, Pepper, and fur grandbaby, Bella.

At the heart of Trina's professional and personal mission is a commitment to act justly, love mercifully, and walk humbly.