

# SHARE! NAMES BRIAN D. ULF, FORMER CORPORATE REAL ESTATE BULLDOG BROKER, AS ITS NEW CEO

CULVER CITY, CA, USA, March 26, 2024 /EINPresswire.com/ -- [SHARE! The Self-Help And Recovery Exchange](#)—a nonprofit organization that provides comprehensive services to people experiencing homelessness and to those seeking recovery from mental illness, addiction, and trauma—is pleased to announce the appointment of Brian D. Ulf as its new Chief Executive Officer. A passionate advocate for homeless housing solutions and addiction recovery, native Angeleno, and former SHARE! Board President, Ulf brings a wealth of experience and industry connections to the role, with over 40 years as a principal shareholder and top-producing broker in the commercial real estate industry.



"We are thrilled to welcome Brian as our new CEO." Current Board President Carl Ferro continued, saying "His deep-rooted ties within our community, out-of-the-box thinking, and strategic focus make us confident that his innovative management will take our organization to the next level. This leadership transition aligns with SHARE!'s unwavering commitment to combatting homelessness, housing and recovery services in Los Angeles County."

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*CEO, Brian D. Ulf*

With a broad history of volunteer engagement at SHARE!, ranging from serving on the Board of Directors to street outreach in homeless encampments, and everything in between, Ulf is deeply connected to the organization's mission of helping

people in Los Angeles to pursue personal growth and change and to provide a place where transformation happens. In recovery from addiction since 2002 himself, Ulf knows the invaluable importance of self-help support groups and brings a unique perspective and lived experience to this role.

"Our outcomes are who people become," Ulf says. He is never one to shy away from dedicating the time and effort necessary to facilitate personal transformation, whether for supportive services participants, fellows in recovery, or employees. In fact, one of his first orders of business as SHARE's new CEO is to personally connect with every staff member to understand their unique aspirations and obstacles, providing tailored support in their current positions while nurturing opportunities for career advancement. Ulf will focus his attention on donor development and operational efficiency so that the organization can expand its capacity to provide community outreach, peer services, and supportive housing throughout LA County & beyond.



Brian Ulf has been named the new CEO of SHARE!

Although Ulf's expertise in real estate negotiations is evident in well over 6 million square feet of lease transactions within California and across the United States, his community engagement serves as a clearer reflection of his character. His philanthropic efforts extend to various organizations, including the YMCA of Metropolitan Los Angeles Board, the LAPD Community Police Advisory Board, the Western Regional Alliance of Councils, the UCLA Extension School Advisory Board, the Venice Neighborhood Council Homeless Committee, the Venice Chamber of Commerce, "Casa" women's recovery center in Pasadena, the Promises Recovery Alumni Advisory Board, and the Board of the Weingart Center Association on Skid Row in Downtown Los Angeles.

"I am deeply honored to serve as the new CEO of SHARE!" Ulf said. "I have a profound appreciation for the revolutionary power of hope and social connection— my own recovery from addiction would not have been possible without others helping me envision a different future for myself. I believe that my personal story and lived experience serving individuals confronting homelessness have prepared me for this opportunity, and I am incredibly enthusiastic about guiding this organization into the future."

Ulf is the proud father of four grown children raised in Los Angeles and his community involvement further extends to his memberships in the California Club and the Jonathan Club.

Beyond his professional accomplishments, Brian is a Certified Peer Specialist and a Reiki Practitioner, he loves all sports, his dog Charlie and leads a active Southern California lifestyle

#### About SHARE!

SHARE! The Self-Help And Recovery Exchange was formed by a group of self-help meeting attendees who gathered in the living room of its founder. Together, they brainstormed about creating the ideal place for people to work on their recovery from substance use, mental health struggles, and unresolved trauma. Their collective vision became a reality when SHARE! first opened its doors in 1993 in Venice, CA. Today, it operates three community support centers in Los Angeles County with its Culver City, Downtown, and Monterey Park locations.

Since its establishment, SHARE! has served Los Angeles by providing meeting space for all types of self-help support groups, fostering communities of recovery and social support, and offering opportunities for gainful employment. Community members develop skills to cope with substance use and behavioral addictions, trauma, mental health disorders, and dysfunctional relationships.

SHARE! aims to make a meaningful contribution to ending homelessness in Los Angeles County with its successful Collaborative Housing program. This initiative provides homes to those in need within days, ongoing peer support and service linkages, and a pathway to living a life of recovery through participation in self-help support groups. For more information, visit [shareselfhelp.org](http://shareselfhelp.org).

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