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MILHAUS-SPINOFF ONYX+EAST HIRES NEW CEO TO LEAD MULTI-MARKET EXPANSION

Former Cityscape Partner Joins Leadership Team

INDIANAPOLIS, Ind., October 2019 – Residential Developer

Onyx+East announced hiring new Chief Executive Officer Kelli Lawrence, MBA, who came on board in September following a 6-year tenure as a principal partner of Cityscape Residential, a full-service development and construction firm specializing in luxury multi-family communities throughout the Midwest.



Since its spinoff from Indianapolis-based Milhaus in 2015, Onyx+East continues to make an urban-infill name for itself with 12 completed for-sale housing projects in Carmel, Ind., Bloomington, Ind, Indianapolis, Ind., St. Petersburg, Fla. and Tampa, Fla.—and has several more in the pipeline set to break ground next year.

“I have always been passionate about housing, design and building communities,” said Lawrence, “Driving growth and innovation in the for-sale market in Indianapolis, Tampa and St. Petersburg, as well as positioning the company for future expansion, is a challenge I’m excited to embark on at this next stage of my career.”

As a partner at Cityscape, Lawrence played a fundamental role in the development of approximately 4,500 multi-family, for-sale and rental residential units, valued at more than \$750 million, in numerous markets across the Midwest. With 15+ years of experience, Lawrence’s earlier career initiatives include working in the public sector, where she served as the long-range planner for the City of Carmel, Ind. and worked on special planning districts, corridor and neighborhood plans, thoroughfare planning and redevelopment areas.

“We’re thrilled to welcome Kelli to the team as our new leader,” said Onyx+East Co-Founder & Chairman Tadd Miller, who served as the interim CEO until recently. “Her extensive understanding of and success in the industry across multiple markets will transform our strategic direction.” As chairman, Miller advises on overall investment, growth and scalability.

Lawrence currently serves as the Ball State Alumni Council Chair. Previously, she served as Urban Land Institute (ULI) Indiana Chair and National ULI Multi-Family Silver Product Council Vice Chair. Her family actively supports the Riley Hospital Children’s Foundation, where she recently served as chair and board member on the Riley Society Advisory Committee.

“This is a pivotal time for us,” said Director of Sales & Marketing Eric Jefferson, “Kelli’s direction and insight will drive our perpetual growth moving forward.”

Visit www.onyxandeast.com to learn more about Onyx+East leadership and completed for-sale properties in Indiana and Florida.

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ABOUT ONYX+EAST

Onyx+East develops residential properties in emerging neighborhoods with convenience and modern living in mind. By making a conscious effort to research and consider lifestyle, preferences and experiences that residents want, Onyx+East created a for-sale lifestyle product people desire—including open floor plans with practicality, walkability and “bikeability” in mind. Through creativity, innovation and sustainability, Onyx+East develops communities that are changing the way people live, work and “do life” in multiple cities.

ABOUT KELLI LAWRENCE

Lawrence graduated with a Bachelor of Urban Planning and Development from Ball State University, majoring in economics. Subsequently, she achieved a Master of Business Administration from the Indiana University Kelley School of Business, majoring in marketing. Her accomplishments have been recognized in various media outlets, including *Indianapolis Woman Magazine* and multiple IU Kelley School of Business publications. She was also the recipient of the Ball State Graduate of the Last Decade (G.O.L.D.) Alumni Award.