

Q&A
Question and Answer

BUSINESS
OWNER



ALEX JOHNSON
President & CEO



With his mixed-use projects, real estate developer Alex Johnson is helping to revitalize the southern Dallas sector. He's also active in numerous professional, community and civic organizations, including serving as vice chairman of the prestigious CCIM Institute's cultural diversity national advisory board.

WHAT LED YOU TO CHOOSE YOUR BUSINESS CAREER?

Though divorced, both of my parents were involved in commercial real estate. Based on their experiences, I vowed to never work for myself or get into the industry. Yet after graduating from Purdue University with an electrical engineering degree and having 15 very successful years in telecom sales, I ended up going back to my roots and here I am.

OF WHAT ACHIEVEMENT ARE YOU MOST PROUD?

The development of South Oak Cliff Shopping Center — more than 100,000 square feet of retail shopping space with six pad sites that is well needed in South Oak Cliff.

WHAT'S THE GREATEST CHALLENGE YOU HAVE OVERCOME?

Persuading national companies to build new stores in southern Dallas, and finding ways to create a win-win scenario for both parties.

WHAT'S YOUR COMPANY'S BIGGEST CHALLENGE RIGHT NOW?

Raising equity for my southern Dallas projects. I'm constantly looking for investors who are willing to invest in fundamentally sound projects with an experienced team, strong tenant mix and proven demand.

HOW WOULD YOU RATE NORTH TEXAS AS A BUSINESS ENVIRONMENT FOR MINORITIES?

Texas is a business friendly state and North Texas is a business friendly region. I'm pleased because I'm allowed to do business based on my actions and results and not limited because of my skin color.

WHAT ADVICE DO YOU HAVE FOR EMERGING MINORITY BUSINESS LEADERS?

I have two pieces of advice for emerging business leaders: The first is simply, 'Do what you say you are going to do and you will always be in the top 5% of everything that you are involved in.' Second, in the words of Zig Ziglar, 'You can have everything in life you want, if you will just help other people get what they want.'