

MEDIA RELEASE

FEBRUARY 2019

Optimus Developments welcomes new CEO

One of Australia's fastest growing property groups, [Optimus Developments](#), has announced the appointment of its new Chief Executive Officer.

Earlier this year Alex Windsor officially joined the Melbourne-based business taking the lead role and bringing more than 15 years of industry experience across architecture, engineering, construction and project management.

"Over time, I have developed a real passion for property and am dedicated to strengthening Optimus Developments' internal capabilities to align with our version of being the country's best mid-sized property development company," Mr Windsor said.

"As newly appointed CEO, I am leading from the front and involving myself in all key aspects that create value and are paramount to the success of any development.

Mr Windsor believes the country's economic stability ensures a promising future for investors.

"Australia really is a safe haven for investment compared to the global uncertainty from Brexit and the US/China trade war and our view is that 2019 will remain flat with some market sectors under or over performing," Mr Windsor said.

"With a strong renewal of market sentiment in 2020, an increased availability of capital funding for mortgages and overall a much more positive outlook and environment for the residential property market, I'm confident we will see the sector continue to grow."

Mr Windsor added that the company's upcoming activity remained strongly in providing premium residential options to Australians, though expanding in new areas was also on the cards.

"We are very focused on Australia's Eastern Seaboard and specialising in all things residential," he said.

"That said, we are also interested in diversifying our portfolio to include industrial and commercial assets for long term yield generation and redevelopment opportunity."

Mr Windsor had previously been working on behalf of Optimus Developments for more than four years as Development Director on the EQ Tower, a 65-level residential project comprising 634 apartments in the heart of Melbourne's CBD.

Most recently, his key efforts are drawn to Optimus Developments making its debut into the Queensland property market following the 2017 launch of the \$65 million beachside development, 31 Broadbeach.

The luxurious Gold Coast offering comprises 22 ocean-fronted apartments across 20 levels and has attracted significant interest from the affluent owner-occupier market, with property prices starting from \$1.32 million and home owners set to move in early 2020.

Mr Windsor said Optimus Developments worked closely with project management firm Trenert to secure the site after realising there was an existing Development Application in place.

“The team at Trenert initially identified the unique opportunity for Optimus Developments to pursue,” he said.

“We had been searching for the right project on the Gold Coast for some time and when they shared this with us, we knew it would be a perfect to launch Optimus Developments into Queensland.

“We were aware early on that we could amend the DA to meet the current market – purchasers looking to down size from their larger homes and baby boomers in search of luxury retirement living in a five-star location, right on the beach with sweeping views and easy access to all the Broadbeach has to offer.”

“With construction of 31 Broadbeach well underway, I personally very excited to see this project come to life in my new role as company CEO.”

Originally from England, Mr Windsor moved to Australia in 2004 and was employed by boutique property company Sinclair Brook in an advisory capacity, before becoming Associate Director and staying at the firm for more than 10 years.

For more information, visit www.optimusdevelopments.com.au.

ENDS.

For media enquiries, please contact:

Gabi Quinn, on behalf of Optimus Developments
0424 812 748 | gabrielle@p4.com.au

Optimus Developments

Established in 2014, Optimus Developments is a rapidly growing property developer and investor with a fresh, European-influenced approach. In just over three years, the Optimus portfolio has expanded to four major cities – Melbourne, Sydney, Canberra and Gold Coast – with project interest including a wide range of residential developments from CBD skyscraper to medium density apartment building; from townhouses to land subdivision from boutique luxury to beachfront luxury.

www.optimusdevelopments.com.au