

Presenter Profile



Adriana Fritsch
Director of Asset Management
Fiera Real Estate

Adriana Fritsch is the Director of Asset Management at Fiera Real Estate, with 25 years of experience in commercial real estate across Canada and Latin America. She specializes in strategic asset management, driving value creation across shopping centres, office, residential, industrial, hotel, and mixed-use properties. Her expertise includes portfolio optimization, performance monitoring, leasing strategies, development oversight, and financial analysis, ensuring operational execution aligns with long-term investment objectives.

Throughout her career, Adriana has managed the full real estate lifecycle, from product conception and due diligence to negotiation, capital planning, and strategic decision-making. She is recognized for her performance-driven approach, combining analytical rigor with practical operational insight to maximize property and portfolio performance.

In addition to her executive role, Adriana serves as a Board Director at Toronto CREW, actively supporting leadership development and the advancement of women in commercial real estate. She holds degrees in Architecture, Urban Planning, and an MBA, providing a multidisciplinary perspective to her asset management practice.