

# Monica Steimle-App

**EXECUTIVE VICE PRESIDENT  
REAL ESTATE DEVELOPMENT**



## Professional Profile

As Executive Vice President of Real Estate Development, Monica manages a team of more than 35 individuals and a \$365 million real estate portfolio that encompasses more than 3 million sq. ft. for residential and commercial tenants. She has established an incredible reputation for building community, fostering hospitality and actively serving the greater Grand Rapids area. She is a leader in the community, serving with several organizations, including the Hispanic Center of West Michigan, the Grand Rapids Housing Commission, the DGRI Board of Advisors, BOMA West Michigan and more.

## EDUCATION & TRAINING

- B.A. Degree, Hospitality and Tourism Management, Grand Valley State University
- Licensed Real Estate Salesperson

## PROFESSIONAL ASSOC.

- Commissioner for Grand Rapids Housing Commission
- Board Member for BOMA West Michigan
- Board Member for DGRI Board of Advisors
- Board Member for Downtown Improvement District
- Board Member for GRPS Foundation
- Board Member for Hispanic Center of West Michigan

## AWARDS & RECOGNITIONS

- Grand Rapids Business Journal, 50 Most Influential Women in West Michigan
- Grand Rapids Business Journal, 40 Under 40 Award

## Relevant Experience

Monica has spent nearly two decades in the real estate development and property management industries. In her various roles, she has operated with a hospitality-driven approach and a steadfast focus on the community. As a strong advocate for collaboration and community development, Monica works closely with local stakeholders to craft and implement neighborhood plans, master plans and strategies aimed at maximizing investments, delivering high-quality results and ultimately, bringing people together.

Over the years, Monica has been deeply involved in boards, committees and professional associations that reflect her commitment to clients, investors and the wider community. This involvement also reflects her passion for consistently driving innovation across her work, enabling her team to stay ahead of industry trends and deliver world-class customer service in every situation. Through Monica's leadership, Rockford Property Management leverages a diverse, multi-talented team that connects the right people with the right properties, resulting in engaged, thriving communities.