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NEWS



Traynor Promoted at L&L Holding Co

New VP, Acquisitions to Manage 390 Madison Redevelopment

By [Justin Sumner](#)

Commercial real estate owner and management company L&L Holding Company LLC has promoted Jim Traynor to vice president with the firm's acquisitions department.

In his new role, Traynor will serve as project manager for 390 Madison Ave., the Midtown office tower currently undergoing re-massing and redevelopment, while continuing to focus on sourcing, evaluating and acquiring new assets for L&L's portfolio.

Traynor began at L&L as an asset management associate in 2013 and was quickly promoted to assistant vice president in December 2015. He has completed more than \$1 billion in transactions since joining the firm.

"Jim has consistently proven himself to be a valuable member of the L&L team," said Robert Lapidus, chief investment officer at L&L. "His ability to execute complex transactions while also helping to unlock the value of our holdings have been major assets to the firm and will serve us well as we explore new investment and development opportunities throughout New York City."



Jim Traynor, vice president of acquisitions with L&L Holding Co.

Before joining L&L, Traynor served as a senior consultant with Ernst & Young's transaction real estate practice. He graduated from the University of Florida with a Master's Degree in real estate, and is the founder of the Coffee & Capital networking organization.

Traynor's promotion comes on the heels of two significant new hires at the firm in recent months: David Orowitz [as senior vice president in the company's development division](#) and Adam Metzger [as a vice president in its acquisitions department](#).

390 Madison is undergoing an ambitious re-massing; the heart of the project centers around millions of pounds of steel and concrete being removed from the base of the building and the construction of eight new office floors on top of the existing building. The entire project team will accomplish a total re-imagining of the 1950's era property, which is being transformed with massive new column-free spans, high ceilings, modern infrastructure and bright spaces thanks to a brand new façade featuring transparent, floor-to-ceiling glass.