



Belinda Sward
Founder & Chief Strategist
Strategic Solutions Alliance



Belinda Sward has provided real estate market and consumer intelligence and customer-based strategies to developers, homebuilders and investors for more than 20 years. As the founder and chief strategist of Strategic Solutions Alliance (SSA), Belinda creates planning, development, product amenity, and marketing strategies for large-scale and multi-use communities, resort communities, single-product housing communities, and mixed-use developments across North America.

Prior to founding SSA in 2008, Belinda was senior vice president and chief strategy officer for Newland, the largest community development company in the U.S. Her role included oversight of all consumer intelligence, market research and community strategies. She elevated the company's research department from one-off, disjointed studies to an integrated, customer-focused approach to drive improvement from community acquisition to opening. While serving as managing director with RCLCO, Belinda led comprehensive consulting services including development, market and consumer strategies; financial optimization analyses for planning and product segmentation; and builder sales strategies for thousands of mixed-use and single-use real estate projects in 44 states.

Belinda's senior-level operations experience and diverse consulting and advisory background combined with the curiosity of a researcher's mind has led her to be a frequent speaker at real estate industry events and even an expert witness. At Urban Land Institute, she regularly serves on several advisory services panels and councils, including the CDC Product Council. Belinda is a mentor in the ULI/Randall Lewis Health Mentorship Program and also volunteers her time with Habitat for Humanity, Bread of Life and San Diego Rescue Mission.