

Michelle Frey



Michelle Frey is the Executive Director of the Urban Land Institute San Francisco. She has two decades of built environment experience, from planning through construction, and has worked with organizations around the globe to drive the development of healthy, livable, and sustainable communities and buildings. Prior to joining ULI, Michelle was Vice President of the World Green Building Council, where she led collaborative, global projects, including the Business Case for Green Building report. As Technical Director at the Green Building Council of Australia, she led the development of green building rating tools for multiple building sectors. As part of her own consultancy, she worked on the development of green building rating systems and advised developers and investors in South Africa, New Zealand, and Abu Dhabi on the integration of sustainability initiatives and performance requirements.