

Movers & Shakers: Pebb Enterprises, Pinnacle add VPs

Plus: Shoreham Capital taps former Wells Fargo director as finance managing director



South Florida real estate firms are adding personnel ahead of the busy winter season.

[Pebb Enterprises](#), a Boca Raton-based real estate investment company, brought in Adam Starr as vice president of leasing and senior director, and Florence Motavali as vice president and operations controller, according to a press release.

Starr joins the firm from his role as a managing director with NAI/Merin Hunter Codman, also in Boca Raton, LinkedIn shows. In his new position, Starr will handle marketing and leasing for Pebb's office portfolio, the release says.

Motavali left her position as financial controller with Ventron Management, where she worked for a year, LinkedIn shows. Motavali has worked in accounting for more than 20

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years. With Pebb, she oversees controls and timelines for development, procurement, lease administration, and financial reporting, according to the release.

Miami-based Pinnacle, a real estate development and construction company, hired Alex Arostegui as vice president of development, a press release shows. He will lead development processes for Pinnacle's multifamily and mixed-use projects across Florida, the release says.

Arostegui was previously development manager with the Morgan Group, a Houston-based multifamily developer.

West Palm Beach-based real estate investment firm Shoreham Capital tapped Joe Nesseler as the company's managing director of finance, according to a press release. Nesseler has led more than \$50 billion in real estate deals over the course of his 20-year career, the release says.

He previously worked as a director of real estate investment banking at Wells Fargo for 15 years, according to LinkedIn. In his role at Shoreham, Nesseler will head the company's financial strategy, investment management, capital allocation and transactions, the release shows.

[Ryan Serhant's](#) expansion into Florida continues with the addition of Alan Gabay, a press release shows. Gabay joins [Serhant](#) from [Douglas Elliman](#), where he spent nearly five years, LinkedIn shows. He has been a South Florida agent for more than 15 years, and has closed \$250 million in career sales.

Brown Harris Stevens also brought in Leon "Rodrigo" Castellon, an agent who will be based in the firm's South of Fifth office at the Continuum in Miami Beach, according to a press release.