



ELI SMIES

Associate

BACKGROUND & EXPERIENCE

Eli Smies joined NAI Wisinski Of West Michigan as an Associate in January 2026, bringing a strong background in consultative sales, relationship management, and strategic communication. With more than a decade of experience working directly with C-suite leaders and business owners, Eli is skilled at understanding complex business needs and delivering solutions that drive results.

Before transitioning into commercial real estate, Eli built more than a decade of experience across logistics, manufacturing, and technology-driven sales environments. In his most recent role as an Outside Sales Executive with West Michigan International Trucking, he managed a large book of dealership accounts and generated over \$4 million in annual revenue while consistently exceeding performance targets.

Previously, Eli served as Sales Manager, where he oversaw a multimillion-dollar customer portfolio and supported national clients with complex capital equipment solutions. His experience includes forecasting, strategic planning, and presenting large-scale proposals to ownership groups and C-suite decision makers.

Eli's strengths lie in relationship building, disciplined follow-through, and understanding the business drivers behind each transaction. He brings a client-first mindset to his role at NAI Wisinski, focused on long-term value and trusted advisory relationships.

His approach is simple: listen first, understand how the business operates, then help find space and solutions that truly support growth.

EDUCATION

Hope College, Holland, MI

- Bachelor of Arts, Business Management, Accounting

Philadelphia Center

- Business Management

PROFESSIONAL ASSOCIATION

Commercial Alliance of Realtors (CAR)

COMMUNITY INVOLVEMENT

Peace Church Member