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Pierik to head Newmark Knight Frank's new retail brokerage div.

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Real estate services firm Newmark Knight Frank has launched a retail brokerage division.

Newmark hired Joe Pierik from Wasserman Real Estate Capital to run the new division. The initial focus of the retail operation will be on downtown Boston, a market that includes Faneuil Hall and the Back Bay neighborhood, which includes the eight-block Newbury St. Newmark Knight Frank also plans to capitalize on growing retail areas such as the Seaport District.

Pierik was previously vice president and director of the Northeast region for Edens & Avant. Pierik was responsible for New England strategic planning, acquisitions, development and redevelopments. His accomplishments during his time at Edens & Avant included the redevelopment efforts of South Bay Center.

"We're excited to be launching this new line of business," said James Thomson, managing principal of NKF.

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