

Cherie Ong

Cherie Ong is the founder and Principal of Good Places, a mission-driven real estate company dedicated to putting local communities at the heart of its developments. Cherie brings over 23 years of experience in strategy and management consulting across a broad range of public, non-profit and private sectors to the team. Having previously managed a \$40M+ private real estate foreign investment fund, Ong now focuses solely on driving social impact catalytic efforts in historically underserved neighborhoods. This includes re-activating a historic downtown church with artist studios and lofts, developing Atlanta's first 100% affordable micro-housing apartments, converting a historic department store into an incubator for creative and socially conscious small minority enterprises, and launching a main street initiative promoting local businesses and economic investment. Currently, she uses Good Places as a vehicle to partner with affordable housing advocates, planners, academic institutions, city administrators, developers, nonprofits, faith based and neighborhood organizations to create more effective pathways to innovation and scale in affordable housing and commercial spaces. In 2023, Atlanta Magazine named her one of the "500 Most Powerful Leaders: Real Estate," acknowledging her exceptional leadership and influence on the industry. She has won multiple national and local awards including The Wells Fargo Growing Diverse Housing Developers program award, the LISC Michael Rubinger Community Fellowship award and the ULI Atlanta Women's Leadership Initiative, The Leaders Award. Cherie has held long standing Board advisory roles in ULI Atlanta in addition to prior Board roles with Central Atlanta Progress, Incremental Development Alliance and several community nonprofits. She holds degrees in finance and economics, and a masters in religious education.