



# SIDNEY SOKOLOFF

## VICE PRESIDENT



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@TheRestaurantBrokerPGH



www.SpecialtyGroup.com

### BIO

Sidney Sokoloff is the Vice President of Specialty Group. Being the third generation to the company, he brings an innovative, new-age approach, allowing clients to receive a next-level experience.

Prior to Specialty Group, Sidney has spent over 10 years working from dishwasher to bar manager to several restaurant/bar operations. He is featured in Pennsylvania's Bar/Restaurant industry-related publication with his column "Behind the Bar".

Sidney oversees all of Specialty Groups' services including business brokerage, commercial real estate transactions, liquor license transfers, lending and the marketing/branding of Specialty Group. Since acquiring his real estate license in 2016, he has been active with the Urban Land Institutes' Young Leader Division, spearheading the groups' annual hospitality-related event "The Foodie Crawl" and participates with the Pennsylvania Restaurant Association as a Board Member for the Western Chapter.

Sidney has also been sought out as a panelist at the State of Downtown event, hosted by the Pittsburgh Downtown Partnership, speaking about developing bar/restaurant scene, growth and future trends in Pittsburgh's central business district.

Currently Sidney is focusing on his Orange Poster Series on his Instagram profile, @therestaurantbrokerpgh, growing his audience to almost 6K in 1 year. He uses his platform to be a Hospitality Thought Leader and educate his followers on hospitality content, promote new bars and restaurants, and more.

When he is not tackling the hospitality industry, Sidney volunteers his time to his non-profit, which he founded in 2022 with his business partner Christina Stein called The O'Noir Foundation. Their mission is to raise money through fashion and food events for LGBTQIA+-friendly foundations that provide resources to homeless youth, young adults and marginalized communities.

### LICENSE & DEGREES

REAL ESTATE SALESPERSON LICENSE  
{2016}

PENNSYLVANIA NOTARY  
{2006-2008}

BACHELOR'S DEGREE, CALIFORNIA UNIVERSITY OF PENNSYLVANIA  
{2006-2008}

### HONORS & AWARDS

WHO'S WHO IN COMMERCIAL REAL ESTATE / PITTSBURGH BUSINESS TIMES  
{2020}

RESTAURANT PANELIST FOR THE STATE OF DOWNTOWN PITTSBURGH SHAREHOLDER MEETING  
{2019}

CONTRIBUTOR TO RESTAURANT RANTS BOOK  
{2018}

FEATURED COLUMNIST, BEHIND THE BAR IN THE PENNSYLVANIA OBSERVER MAGAZINE  
{2014-2023}

### INDUSTRY INVOLVEMENT

HUNGRY JESS PODCAST: EPISODE GUEST  
{2023}

URBAN LAND INSTITUTE: RESTAURANT RECOVERY SPEAKER/MODERATOR  
{2021}

VICE & CO-CHAIR- YOUNG LEADERS GROUP, URBAN LAND INSTITUTE  
{2019-21}

EVENT CHAMPION, FOODIE CRAWL: WALK ON WALNUT FOR THE URBAN LAND INSTITUTE  
{2019}

EVENT CHAMPION, FOODIE CRAWL: PARTY ON PENN FOR THE URBAN LAND INSTITUTE  
{2018}

PENNSYLVANIA RESTAURANT & LODGING ASSOCIATION BOARD OF DIRECTORS  
{2018-2023}