



SHAHEEN SADEGHI
Founder & Creator

Shaheen Sadeghi is the CEO of LAB Holding, LLC (Little American Businesses), a firm dedicated to creating revolutionary community spaces for youth culture. He transitioned to development following a distinguished career in the fashion and action sports industry, where he served as President of Quiksilver.

In 1993, Sadeghi pioneered the "Anti-Mall" concept by breathing life into an abandoned factory, providing a vital outlet for local students, emerging artists, musicians, and retail entrepreneurs. This success launched a portfolio of nearly 50 projects built upon the "4C" philosophy: Community, Culture, Commerce, and Consciousness.

Notable Developments & Preservation Projects:

- **The CAMP:** Established in 2002 as the first known eco-retail campus.
- **SoBeCa District:** A dozen properties in Costa Mesa, including the original LAB Anti-Mall and the CAMP .
- **Anaheim Packing District:** Restoration of the historic Packing House, Make, Farmers Park, the Packard Building, Villains, and Center Street Anaheim.
- **Historical Preservation Along the Coast:** Significant projects involving the historic Casino in San Clemente, as well as developments in Newport Beach and Dana Point.

Recognition and Impact:

Sadeghi has been coined "retail royalty" by the *Wall Street Journal* and has gained international recognition from the *BBC*, *The New York Times*, *London Financial Times*, and *USA Today*. His work has been featured across national outlets such as the *Boston Globe* and *NPR*, and he has inspired thousands of entrepreneurs through his multiple TED Talks. His most esteemed accolades include the Costa Mesa "Mayor's Hall of Fame Award," being named Developer of the Year in Anaheim, and receiving five PCBC "Golden Nugget Awards." OCBJ, family-owned business award, Excellence in Entrepreneurship award.



SEBASTIAN SADEGHI
Managing Director

As Managing Director, Sebastian oversees LAB's portfolio encompassing several dozen properties across the Southern California region and leads its investment strategy. Prior to LAB, Sebastian worked for PIMCO on their real estate team as a Vice President focused on acquisitions for the BRAVO series of private equity funds. Earlier he served on the investment team at Maximus Real Estate Partners in San Francisco with a focus on West Coast acquisitions and asset management. Sebastian attended UC Berkeley as a double major/double minor in Economics, Real Estate, City Planning, and Industrial Engineering.



2026 KEYNOTE SPEAKERS

THE SADEGHI FAMILY



DOMINIC SADEGHI
Director of Leasing



Dominic oversees leasing for LAB Holding. Prior to joining LAB Holding, Dominic worked as an Associate at The Dermot Company, where he focused on underwriting multifamily acquisitions in New York City. Before Dermot, Dominic spent two years at LaSalle Investment Management in Los Angeles in a similar investment role. Over the course of his career, Dominic has played an integral role in the transaction of over \$500 million across multifamily, office, retail, and industrial real estate assets. Dominic graduated magna cum laude from Boston University's Questrom School of Business.

NIKOLAI "NIKO" SADEGHI
Director of Operations



Niko is responsible for the oversight of LAB's day-to-day operations across its existing assets, which now include several dozen wholly-owned properties across Southern California as well as 4 food & beverage concepts. Prior to LAB, Niko was a Senior Associate for Dune Real Estate Partners, an opportunistic real estate private equity fund manager. At Dune, Niko was responsible for the acquisition and asset management of complex value-add and development real estate projects. Prior to Dune, Niko held similar roles at Fortress Investment Group and at RCLCO Fund Advisors in Los Angeles. Throughout his career, Niko has closed on equity investments in over \$2 billion of properties comprising all major property types and located across the nation. Niko attended UC Berkeley where he earned a double-major in Economics and in Rhetoric.