

**46****Steve Witkoff***CEO of the
Witkoff Group***Last Year's Rank: 49**

At a time when questions have been raised about excess hotel capacity in New York, the Witkoff Group is placing a huge bet that it can find success with a couple of proven commodities. The company is working with Marriott International and legendary hotelier Ian Schrager on Edition, a 452-room luxury hotel and the first hotel of this scale to rise in Times Square in more than two decades.

Steve Witkoff is so committed to the concept that he's working with New Valley, which handles real estate for the Vector Group, led by Howard Lorber, on another Edition property on Sunset Boulevard in West Hollywood.

Beyond the luxury hotel development, Mr. Witkoff is also ready to debut his conversion of a 350,000-square-foot office tower at 10 Madison Square West, which will debut as 122 high-end condos and ground-floor retail. Mr. Witkoff is also working with Vector and Fisher Bros. on a 157-unit condo development at 111 Murray Street. —D.J.