

Ask Partners expands leadership team with pair of senior hires

14 Oct 2026 | 08:15 | London | by Janaire Einstein Francisco, David Hatcher

Greg Cohen and Marc Foster join as managing partners at OakNorth-backed lender



From left: Daniel Austin, Doug King, Marc Foster and Greg Cohen (Image: Ask Partners)

- **What** Ask Partners has appointed Greg Cohen and Marc Foster as managing partners in its senior leadership team
- **Why** The appointments bolster firm's debt platform by adding deep expertise across real estate development, investment, origination and private capital

- **What next** Both will continue running Sterlet Properties and Melrose Capital alongside their new roles

Specialist real estate lender Ask Partners has appointed seasoned property principals Greg Cohen and Marc Foster as managing partners, *Green Street News* can reveal.

The pair join co-founders Daniel Austin, who continues as chief executive, and Doug King on the senior leadership team.

Under the terms of the agreement, Cohen and Foster will ultimately take equity stakes in Ask, aligning their interests with the platform's long-term expansion as it prepares to move into a new headquarters.

Cohen joins with more than two decades of development and investment experience. He remains a partner at Sterlet Properties (formerly Newmark Property Consultants), where he has overseen the acquisition and development of 1.5m sq ft of real estate with a GDV exceeding £500m. His track record includes joint ventures with Investec and Argo, alongside institutional deals with British Land, Derwent, and Aviva.

Cohen said: "Having known and worked with the Ask team for a number of years, this feels like a natural progression and I'm excited about what we can build together at a time when the real estate market offers real opportunity for those who have experience in extracting value."

Foster brings extensive private capital, debt, and equity investment experience. He will continue to lead Melrose Capital, the family investment vehicle he founded in 2018. Under his leadership, Melrose has built a diverse portfolio including 2,000 student accommodation beds across London and Manchester, life sciences developments in Cambridge and 500,000 sq ft of industrial space.

Foster said: “Having deployed capital as a family office across various levels of the capital structure over many years, the natural next step was to build a debt and equity-led business at scale. The opportunity to do that with Ask was incredibly compelling, bringing together our collective expertise, investor relationships and experience with an established infrastructure, deal flow and track record.”

Austin added: “Greg and Marc joining the leadership team is an important step in the next stage of Ask’s growth. They bring complementary experience across development, investment, origination and private capital, as well as longstanding relationships across the real estate market. That strengthens our existing lending business, expands our investor network and gives us the capability to pursue selected equity opportunities where we believe we can create additional value for our investors and partners.”

Both Cohen and Foster have longstanding relationships with Ask as co-investors and syndication partners. They will maintain their respective activities at Sterlet and Melrose Capital alongside their new mandates.

Since its inception in 2016, Ask Partners has deployed over £2bn across more than 160 real estate transactions. In 2022, digital bank [OakNorth acquired a 50% stake](#) in the business.

To support its growing team, Ask has moved its London headquarters to 107–113 Great Portland Street.