



## **Podell of Cushman & Wakefield named "2012 Women of the Year" by New York Women Executives in Real Estate**

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According to Cushman & Wakefield, Joanne Podell, executive vice president, has been named "2012 Woman of the Year" by WX New York Women Executives in Real Estate.

WX presents the award annually to a person that has contributed in a significant way to the ideals and advancement of women in real estate. Podell will be recognized by the organization for her outstanding achievement in the area of retail brokerage services and leadership at a gala event to be held on Thursday, November 15 from 6 to 9 p.m. at the University Club located at One West 54th St.

"I am extremely honored and grateful to receive this award," said Podell. "WX provides the foundation and opportunities that allow women to excel and grow in the commercial real estate industry by promoting the highest standards of professionalism, ethics and integrity in the field. It is an even greater honor to be placed in such distinguished ranks as those of the past honorees, all of whom have made important contributions to the industry."

Podell, a 20-year professional of the real estate industry, specializes in luxury and specialty retail brokerage in Manhattan, with extensive experience in both tenant and landlord representation. Her knowledge of site selection, leasing, and negotiating business terms essential to retail transactions has distinguished her in the field. Podell has completed numerous high-profile deals over the course of her career and has conceived, structured, and negotiated virtually every type of transaction.

Podell joined Cushman & Wakefield Retail Services in 2002. She is consistently ranked among the firm's top-producing office and retail brokerage professionals.

"Joanne Podell is well-deserving of this honor based on her exceptional leadership abilities and business acumen," said Suzy Reingold, executive managing director of Cushman & Wakefield's New York City offices. "She has built one of the most lucrative retail real estate practices in New York, consisting of prime domestic and international brands, and has also represented many of the most discerning landlords in the city — making her one of the most sought out professionals in the industry."

Podell has been involved in many of Manhattan's most highly regarded retail assignments, including the roll-out of Ann Taylor's "Loft" concept (five locations to date); and was hired as the exclusive retail broker by TD Bank, where she and her team play a pivotal role in the organization's ongoing New York City expansion. Her prestigious roster of clients includes Benetton, Anne Klein, MoMA, Nike, Converse, Cole Haan, Kay Jewelers, Nine West and Ethan Allen in Manhattan. She has also represented institutional landlords such as Starwood Capital Group, Hartz Mountain, The Moinian Group and W&M.

Podell's accolades include being named to Cushman & Wakefield's list of Top 100 brokerage professionals in the U.S. four times in the past 10 years; receiving the 2006 Leading Brokerage

Professional for the Americas; and the Achievement Award for Top Retail Producer in 2005. Podell has twice received the Real Estate Board of New York (REBNY) "Retail Deal of the Year" award," for her participation in the leasing of Harlem USA, and for "changing the neighborhood" with her placement of an Ethan Allen flagship on West End Ave.

Podell previously served in senior level retail brokerage capacities at Newmark New Spectrum and Garrick-Aug Associates. Prior to beginning her career in real estate, she owned and managed Brazil Contempo, a chain of 10 furniture stores located throughout the New York Metropolitan Area.

Podell is a member of REBNY and served as chairperson of the Retail Committee from 2008-2009. At Cushman & Wakefield, she is on both the Retail Executive and Global Development committees. Her professional affiliations include the International Council of Shopping Centers (ICSC), and WX New York Women Executives in Real Estate where she serves on the board of directors.

WX New York Women Executives in Real Estate is an invitation-only association of executive-level women actively engaged in the commercial real estate industry in New York. The diverse membership of WX includes owners, developers, brokers, architects, engineers, bankers and lawyers. The mission of WX is to promote the advancement of women in commercial real estate; to enhance public perception about the role of women in the industry; and to promote the highest standards of professionalism, ethics and integrity in the field. For more information on WX and the Woman of the Year Gala event honoring Ms. Podell please visit <http://www.wxnyre.com/>

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