



CELEBRATING
30 YEARS

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2017 Women in Professional Services: Katherine DeMercurio of M Moser Associates

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Katherine DeMercurio,
M Moser Associates

Name: Katherine DeMercurio

Title: Associate I Business Development and Strategic Communications

Company Name: M Moser Associates

Years in real estate: 12

What real estate associations or organizations are you a member of? Commercial Real Estate Women, Society for Marketing Professional Services, International Facilities Management Association, CoreNet Global, Spin for Hunger

How have you navigated obstacles to achieve success in your career? My father gave me a daily quote calendar entitled "never give up" after I graduated from college, I look at it every morning, as it still motivates me. Challenging the status quo as a woman in real estate has not been easy but it has been amazing over the past decade to participate actively in the industry's progress...I take a lot of pride in that. It also helps to have collaborated with so amazing mentors and industry friends to keep my spirits up when the going gets tough. Having built a strong network has yielded in my success over the years. People genuinely want to help you do your best.

How do you play your strengths to your advantage in your career? I am a very determined person, sometimes interpreted as stubborn, however I use this as a strength to help innovative fresh perspectives in my daily work activities as well as my role(s) within industry organizations. I am always welcoming the opportunity to share ideas as well as listen to others to help advance and improve processes and initiatives. You can do anything you put your mind to!

What trends are you seeing so far this year? Trends come and go very quickly. We have spent a lot of time this year exploring advanced technologies in virtual reality to improve our work for our clients. My firm has been busy developing some exciting transformation projects in NYC, like a new project for a global financial client that features an iconic integrated technology facade that will introduce unique data content in one of the world's most highly trafficked corners, adding to the new architectural journey in Manhattan. M Moser is at the edge of exploring how the interplay of exterior and interior technologically enhanced architecture can improve the public experience.

What do you do for fun? For fun I enjoy spending time in my neighborhood of South Slope, as well as exploring the exciting new Brooklyn hotspots like Industry City in Sunset Park (where my company M Moser is doing project work) and running in Prospect Park.

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