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2017 Women in Building Services: Diana Soldano, Hayduk Engineering, LLC

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Name: Diana Soldano, FSMPS, CPSM

Title: Director of Marketing

Company Name: Hayduk Engineering, LLC

Years in real estate: 30

What real estate associations or organizations are you a member of? SMPS, LIBI, SCHSA

How have you navigated obstacles to achieve success in your career?

Many years ago, I was involved with SMPS and we were starting a Long Island Chapter. Although I was terrified of public speaking, I agreed to be the vice president, knowing that when I became president, I would have to speak in front of groups of my peers. I quickly overcame that fear and that led to me teaching leadership symposiums at national conferences and ultimately, I was asked to join the teaching faculty of the SMPS Business Development Institute.

How do you play your strengths to your advantage in your career?

In the engineering industry, business development can be difficult for many engineers. Over the course of my career, I have become passionate about business development and relationship building, and I feel that the relationships I have built with clients over the years, have truly aided my career, by forging long lasting relationships that have spanned from one firm to another. Also, by sharing my experiences teaching Business Development courses over the years, I have been able to share my passion for relationship building and helping others break out of their comfort zone.

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