



2017 Women in Building Services: Wendi Shafran, FXFOWLE

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Name: Wendi Shafran

Title: Senior Project Architect

Company Name: FXFOWLE

Years in real estate: 20

What real estate associations or organizations are you a member of? AIA

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

The focus of my work is multifamily and mixed use new construction which is a competitive field, and one in which it can be difficult to command attention. Earlier in my career, I was asked to attend a meeting in place of a more senior colleague who was unexpectedly unavailable. Recognizing my inexperience with the subject matter, I quickly immersed myself in a lot of related material, carefully considering the multiple points of view. By creatively using the knowledge I had acquired, I was able to bring resolution to a complex and time sensitive issue. My resourcefulness earned the client's confidence and trust, and shortly thereafter I was asked to assume a leadership role on the project.

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

The year I spent supervising work on a construction site was an eye opening experience. It really educated me on the value of flexibility, as well as the need and ability to adapt quickly to changing circumstances. The experience also highlighted the power of collaboration and how many people are involved to successfully implement a project. I learned that small gestures of appreciation can go a long way towards inspiring motivation and loyalty, and the importance of sharing success. These lessons have significantly impacted my leadership style and enables me to effectively guide teams towards delivering results even in challenging situations.

What trends are you seeing so far this year?

I am seeing more and more full-block developments with an interesting mix of typologies; presenting some very exciting potential design opportunities.

What do you do for fun?

I am an avid traveler and love exploring the world. Visiting all seven continents is high up on my bucket list.

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