



## **2018 Women in Real Estate and Construction Services: Cindy McLaughlin, Envelope City, Inc.**

March 20, 2018 - Spotlights

Name: Cindy McLaughlin

Title: CEO

Company Name: Envelope City, Inc.

Years in your current field: 2 in real estate, 15+ in tech company startups

What was your greatest professional accomplishment in 2017?

Successfully raising a Seed round for my company; building an amazing team; setting a strategic direction for 2018 that's bold and exciting.

What was your most notable project in 2017?

Figuring out how my NYC-centric company becomes a serious, \$1 billion enterprise.

If you have had a mentor in your career, who was it and what did they teach you?

I've had a range of amazing mentors throughout my career at different times. I've learned about the value of friendship-in-business from my dear friend and former corporate lawyer; I've learned about thinking boldly from a former board member; I've been reminded about how hard it is to start a company, and the need to forgive myself for mistakes from a fellow entrepreneur who's going through her company at a similar stage as mine. I've learned about the power of total candor and openness in sales from potential clients who want to see me succeed in the context of a business relationship.

What trends are you seeing so far this year in your field?

A greater openness from RE professionals to using technology as a basis for doing things faster-cheaper-more consistently.

When I am not working I am...

Playing games with my kids; crosswording; stressing on political Twitter; taking my beagle on long walks in the park.

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