



2018 Ones to Watch: Danielle Winick, Executive Vice President at Winick Realty Group, LLC

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Name: Danielle Winick

Title: Executive Vice President

Company: Winick Realty Group, LLC

Address: 655 Third Avenue, 8th Floor, New York, NY 10017

Year that you entered your current field? 2014

Who or what do you attribute to your success?

Having both parents in the business, I was exposed to real estate from an early age. My father had a 24/7 work ethic and I spent my time after school in his office and on weekends canvassing and hanging signs. I interned at Winick but also at the retail landlord Vornado and in government for senator Lieberman.

These experiences provided a broad background and perspective along with a passion for retail leasing. Additionally, my friends were the children of my father's business associates so when I entered the industry, I had a diverse group of strong relationships with the next generation of real estate leaders. I have leveraged those relationships, my background and my Stern Business School education to jump start my career.

Where do you see yourself in five years?

The retail industry is changing rapidly, and all indications are that this will continue for the foreseeable future. I expect, as one of the leaders of Winick Realty, to be at the forefront of this change, and to be known as major driver of bringing creative and innovative ideas to the retail industry.

How do you contribute to the future of your industry?

Online commerce has dramatically affected retail real estate. To be successful tenants, brokers and landlords need to more innovative and creative to provide an environment that is commercially

successful. As part of the new generation, I will be able to utilize my real estate background, combined with my education to provide fresh strategies and ideas, spearheading how real estate can remain important to how people shop and work.

What are your professional goals for 2018?

I plan to develop a better understanding of the innovative and creative ideas being generated in retail real estate around the world. This knowledge base will enable me to be more creative and to apply these ideas in the New York market. Additionally, I plan to identify and secure a few major global organizations and advise them in entering and securing real estate in the New York market.

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