



2018 Ones to Watch: Bonnie Habyan, Executive Vice President, Marketing at Arbor Realty Trust, Inc. - Uniondale Office

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Name: Bonnie Habyan

Title: Executive Vice President, Marketing

Company: Arbor Realty Trust, Inc. - Uniondale Office

Address: 333 Earle Ovington Blvd., Uniondale, NY 11553

Year that you entered your current field: 2004

How did you get your start in your current field?

I spent my earlier career in journalism, radio and television and in public relations as a media spokesperson. All of those fields require a lot of reading, learning and in many aspects, selling as you try to either gain interviews or pitch a story. Along the way, I went back to school for an MBA in banking and finance. When the opportunity presented itself, I was fortunate to be able to make the transition into the commercial real estate finance industry as a marketing professional and have been there ever since.

How do you manage the work/life balance?

The hardest and best thing I have ever done is raise a child. My one piece of advice for those struggling with maintaining a work/life balance is to approach your career as a marathon and not a sprint. Do what you can do, when you can do it, and don't make comparisons with anyone else. If you are fortunate to find a professional opportunity that keeps your career goals on track, while facilitating a balanced family life, take hold of it and enjoy it. If it feels right you will know, and if it does not, work to change it.

Who or what do you attribute to your success?

There is no one person or situation singularly responsible for my success. For me, it was an iterative process. Frankly, it started back in eighth grade when my writing teacher included comments on my report card stating I had a special talent for writing that I should nurture. I also had parents who

encouraged me to pursue my dreams. I have always had an interest in learning something new and an incredibly strong work ethic. So between supportive key people and an internal desire to push some limits, I feel blessed to find myself where I am today.

How do you contribute to the future of your industry?

I am proud to work for a leading innovative brand with a highly entrepreneurial CEO who believes in providing unparalleled customer service. With this guiding vision, my team and I are leveraging cutting-edge technology to redefine the customer journey and provide an overall elevated experience for our clients. This commitment to developing industry-leading automation capabilities will position Arbor as the transformative force in commercial real estate finance.

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