



2018 Women In Real Estate, Professional Services: Joanne Chiu, Marks Paneth LLP

September 18, 2018 - Spotlights

Name: Joanne Chiu

Title: Director

Company Name: Marks Paneth LLP

Real estate association / organization affiliation(s): Asian Real Estate Association of America

What are some of your biggest accomplishments in the last 12 months?

In the last year, I have helped to grow our China desk practice substantially. As a business developer and native Chinese speaker, I have helped to connect top Chinese law firms, developers and e-commerce merchants to the services resources our Real Estate Group offers here in the U.S. I also started a mentor program for Chinese students who are graduating from U.S. schools, which is very fulfilling.

How important is it for women to create a personal brand?

As a woman and a minority, I think it's especially crucial to create a personal brand. You need to stand out and have a niche to get noticed. In my industry, I always strive for a reputation of being someone who can get things accomplished, and someone who people feel is approachable and trustworthy with anything and everything they need help with.

What do you do like to do for fun?

I like to travel and spend time with my family. I also enjoy doing yoga and Zumba classes.

In one word, describe yourself:

Trustworthy

How many messages are in your inbox right now and how do you manage email?

I have 7,054 messages. I usually keep up with my unread messages as the day goes on, so I don't

fall behind. I like to review my entire inbox on a weekly basis to help me plan follow-up activities, such as tagging important emails and setting follow up reminders.

What blogs, resources, podcasts or influencers have helped you?

My go-to resources are the popular Chinese app, WeChat, and LinkedIn—reading articles and connecting with people on both platforms helps me stay on top of Asian and American current events, trends and business opportunities.

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