



Professional Profile: Tina Larsson, 2014

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Name: Tina Larsson

Title: CEO

Company: The FolSon Group

Location: 100 Park Ave., Suite 1625, New York, N.Y. 10017

Birthplace: Sweden

Education: Pace University, MBA

First job outside of real estate: Retail

First job in real estate or allied field: Operating Efficiency Consultant

What do you do now and what are you planning for the future? I have been a financial analyst and portfolio manager for the last 20 years, and have now expanded that into helping co-op and condo boards analyze their operations with the intent of improving their efficiencies.

How do you unwind from a busy day in real estate? Go to the gym, eat, and watch some TV.

Favorite book or author: "Thinking for a Change," John Maxwell

Favorite movie: "Erin Brockovich"

Last song you purchased/downloaded? "Doin' What She Likes" by Blake Shelton

One word to describe your work environment: Creative

Rules to live by in business: Be generous, humble and flexible. Reach for the stars and never, ever give up.

If you could invite one person to dinner (living or dead) who would it be and where would you go?

My partner, to the 21 Club

What is your dream job? My current one