



Snyder of LERA: Hard work and determination

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Name: Carrie Snyder

Company Name: Leslie E. Robertson Associates (LERA)

Title: Director of Marketing

Years in Commercial Real Estate: 15

What were your biggest fears when you started out in your profession?

I thought that everyone had a secret manual to their jobs and careers and I did not have mine yet and really did not know what to expect . I quickly figured out this was not the case. Hard work and determination and passion for what you do are what make professionals who they are. Experience will come with time, but until then people are happy to have eager, enthusiastic, responsible team members to collaborate with.

What is your favorite quote?

I once gave my marketing team glass paperweights with inspirational quotes inside them. I made one for myself as well. Henry Ford 'Whether you think you can, or you think you can't--you're right.' It's a great reminder to stay positive, dream big and always put yourself into the position you want to be in.

What are you doing differently in 2014 that has had positive impact on your career?

This year marks even more involvement in the professional organizations I support. I am on the board of directors of the Association of Real Estate Women (AREW) as co-chair of the Sponsorship Committee. I am also a chair on the Society for Marketing for Professional Services New York (SMPS-NY) Communications Committee and the chair of the Coordinators Club, part of the SMPS-NY's Professional Development Committee. I have developed so many meaningful relationships through my involvement with these groups and am proud to support their efforts to further people's careers in the Real Estate and AEC industries.

What are you doing to increase your client base from local / regional markets to national / global markets?

LERA works all over the world on some of the most well-known supertall towers in addition to small renovation projects. I have been focused on getting the message of our broad expertise in small and large projects across to our current and potential clients. Many people only know our iconic tall buildings, I am happy to tell them about our vast experience in interiors, adaptive reuse, parks, sculptures and specialty structures as well as peer review and forensic consulting services. I have spent the year refining LERA's brand and materials and am getting ready for a new website launch soon.