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Roket of Olshan Frome Wolosky: A niche in leasing

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Name: Nina Roket

Title: Co-Administrative Partner and Partner in Real Estate Practice Group

Company Name: Olshan Frome Wolosky LLP

Years in Commercial Real Estate: 16

In the last 12 months, which project, transaction, honor or accomplishment are you most proud of and why.

I'm very proud to be spearheading the groundbreaking "Turn-Style" project at Columbus Circle Station with developer Susan Fine at Columbus Development LLC, in heading up the lease negotiations with the MTA and individual retailers. Turn-Style is an exciting, unique retail destination featuring 30 retailers from food/beverage to apparel, set across a 27,000 s/f boulevard-style retail concourse. It's a dramatic concept that will transform and influence the use of similar spaces in New York and elsewhere.

As a woman-driven project, Turn-Style represents the new face of the once male dominated New York real estate market, and it's thrilling to be part of it.

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

I've never really let fear hold me back in my business and personal life, but I think that many women launching a career in the commercial real estate sector fifteen years ago faced a high bar to success. Looking around the deal table, I was typically the only woman present, and that could feel intimidating. But as a junior associate, I quickly developed a niche in leasing, and was given increasingly significant experience over a short period of time, which established me in the industry. Having the respect of my colleagues broke down any initial fears that I might have had.

What is your favorite quote?

I'm inspired by this quote as there is absolutely no substitute for hard work if you want to be successful, especially in a male dominated field like commercial real estate. It's going to take a lot more grit and hard work for women to continue to advance, and we need to continue to take risks and accept the most challenging projects.

Marissa Mayer: I always did something I was a little not ready to do. I think that's how you grow. When there's that moment of 'Wow, I'm not really sure I can do this,' and you push through those moments, that's when you have a breakthrough."

What social media and/or face to face networking activities do you find most beneficial professionally?

I've had the greatest success in using a variety of touch points, including Twitter, LinkedIn, and other forms of social media to push out information to clients on legal trends, recent news and deals. I'm a big believer in getting in front of clients and colleagues to speak at industry events; it's a great way to make new connections and reinforce existing relationships. And, there's nothing better than a

face-to-face lunch, dinner, or event to grow your relationships. I love hosting women's networking events for the energy, synergy and opportunity to connect great women.

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