



Becker of TerraCRG: Honored to achieve LEED AP status

June 23, 2015 - Spotlights

Name: Lily Becker

Title: Director of Marketing and Public Relations

Company Name: TerraCRG

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What year did you start your career in commercial real estate: 2010

Real Estate Associations/Organizations: LEED AP

What recent project or transaction are you most proud of?

Since joining TerraCRG last quarter, I've been most dedicated to producing our annual event - the Only Brooklyn Real Estate Summit - happening on June 16 this year. So many of our clients and those of the real estate brain trust are convening and I'm very excited to be a part of it this year.

What recent honor, achievement or recognition has meant the most to you and why? Achieving LEED AP status, finally.

Who or what has been the strongest influence on your career and why?

My mother, Ann Thompson Becker. In 1991, she launched her marketing and public relations firm out of our home in Massachusetts and grew into one of the lead companies serving financial services on the East Coast. I'm proud that my career is now mirroring hers in a way and hope to reach her success.

What is the first thing you do when you arrive in the office in the morning?

Turn on the lights.

What time management strategies do you find to be the most effective for you?

Have you met my husband, Mr. iCal? Within my team, the Marketing division, we set reminders for everything. Perhaps a redundancy for some but this helps to better support all teams, all portfolios, all TerraCRG offerings effectively.

What is the best advice you have received and who was it from?

My boss, Ofer Cohen, relayed this phrase: Tafasta meruba lo tafasta, a Hebrew phrase meaning, "If you have seized a lot, you have not seized." A few meanings but quality, not quantity; a reminder to seek big picture in all.

List 3 women that you would like to have drinks / dinner with and where would you go?

Marissa Mayer, Christine Lagarde, Hillary Clinton

What is your favorite quote?

If you want money, ask for advice; if you want advice, ask for money. -anonymous NYC developer

What did you want to be when you grew up?

A litigator. Much to the chagrin of my friends and lovers, it's now just my recreational past-time.