



Beck of Avison Young: Proud of Panasonic Corp. of America move

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Name: Kirsten Beck

Title: Director of Project Management for NYC office

Company Name: Avison Young

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What year did you start your career in commercial real estate: 1997

What recent project or transaction are you most proud of?

In 2013, Panasonic Corporation of America relocated its North American headquarters to a new, state-of-the-art building in downtown Newark, NJ - a complete culture change for the company's 1,200 employees, who moved from a sprawling suburban campus to an urban downtown setting. We were coordinating the build-out of the tenant space along with the construction of the new core and shell building. In addition to the typical challenges of a large-scale, urban construction project, Avison Young was also selected as the construction manager for a portion of the interior fit-out in addition to assisting the client with change management solutions and communications to their staff to assist in the transition to their new environment. All of these things combined to create a challenging and rewarding project.

What recent honor, achievement or recognition has meant the most to you and why?

Being an honoree for the St. Francis Food Pantries & Shelters Women of Valor. It is important to me to give back and to help those less fortunate, and I've made an effort to do more charitable work over the last year or so, so it was nice to be selected for this honor in part because of that effort.

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

Ultimately, it all goes back to my son. As a young single mother, I always needed more money to make ends meet. To make more money, I worked more - and harder. I learned everything I could so I could get to the next level of my career, get a raise and provide better for my son.

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

Turn on my computer and get a BIG cup of coffee. Barring a first-thing meeting, I start reviewing emails that came in later the previous day or earlier that morning. Working with clients in multiple time zones and with trades, who start very early, ensures there is a never-ending stream of emails to attend to.

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

I am a slave to my Outlook calendar. If it's not on my calendar, it doesn't happen. I also make every effort to be on time and to keep meetings - for my benefit as well as the other attendees.

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

Not so much advice, as motivation. Someone once told me, "You'll never get ahead; you don't play the game." I don't play games. I get things done. I have set out to prove that person wrong - so

much so that I don't even remember who said it to me!

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

Arianna Huffington, Michelle Obama, and Sheryl Crow.

A dive bar, at a back table.

What is your favorite quote?

"If you want something said, ask a man; if you want something done, ask a woman." Margaret Thatcher

What did you want to be when you grew up?

An architect

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