



Podell of CW: Recognized as top-producing retail broker for 2014

June 23, 2015 - Spotlights

Name: Joanne Podell

Title: Vice Chairman, Retail Services

Company Name Cushman & Wakefield

Follow my company on Twitter @CushWake

What year did you start your career in commercial real estate: 1993

Real Estate Associations/Organizations:

Real Estate Board of New York (REBNY): I serve on its Commercial Board of Directors

WX New York Women Executives in Real Estate: I serve on its board of directors

REBNY - Retail Committee ICSC

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

I was recently recognized as Cushman & Wakefield's top-producing retail broker for 2014. This was all made possible through the collaboration I share with my team, and through the efficient organizational infrastructure at Cushman & Wakefield.

I was able to work among the service lines to get information from research, from mapping, and from marketing, which helped me to achieve this prestigious award. It is an extraordinary feeling to be recognized as the individual who transacted the most business in the country. To put it simply, I have no words but to say that I was truly humbled by this honor.

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

My family has been the strongest influence on my career. I have always wanted to provide a great life for my family. You can't achieve that without hard work and commitment.

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

I start my day at home. The first things I do are to review any emails I may have received the night before, and to confirm my calendar. Once I arrive at the office, I meet with my team.

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

I try to delegate as much as possible.

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

The best advice I have received was something I read. A few years ago, I lost my business. I felt as though I had failed. I was reading an article at that time titled, "So You Failed. So What?" It reminded me that you learn from everything -- and that going forward is the most important thing, not looking back.

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

- 1) Carly Fiorina
- 2) Margaret Thatcher
- 3) Beyoncé

Location wouldn't matter to me.

What is your favorite quote?

"Never give up" - Winston Churchill

What did you want to be when you grew up?

When I was growing up, I knew I wanted to be in business. I just didn't know what business

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