



Villani of LERA: SMPS-NY Member of the Month

June 23, 2015 - Spotlights

Name: Carrie (Snyder) Villani

Title: Director of Marketing

Company Name: Leslie E. Robertson Associates (LERA)

Follow my company on Twitter @LERA_Engineers

What year did you start your career in commercial real estate: 2004

Real Estate Associations/Organizations: CREW New York, SMPS-NY, Building Congress, The Architectural League

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

I was named the SMPS-NY Member of the Month for June 2015. I have served as the chair of the SMPS-NY Coordinators Club leading monthly development programs for young professionals for two years and will continue into the 2015-2016 season. I have grown the program from having about 6 attendees to our current attendance of over 35 attendees. I have produced seminars that help marketers learn and share best practices to promote their firms and grow their careers. Sessions have included branding, PR for the AEC industry, networking tips, social media for design firms, and architectural photography. The feedback I have received from participants is tremendously positive and I am pleased to be honored by this outstanding organization.

WOMAN OWNED BUSINESS PARTICIPANTS:

Please reflect on a recent achievement and/or milestone for your company:

LERA was included in the Built By Women Awards for SawTeen See's engineering work on the Bellevue Hospital Addition. It is a wonderful year long program organized by The Beverly Willis Architecture Foundation full of exhibits, tours and events, and we are proud to be included with so many amazing women in the AEC industry.

What is your favorite quote?

"Whether you think you can, or you think you can't - you're right." - Henry Ford

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