



## **2018 Women In Real Estate, Professional Services: Joanne Podell, Cushman & Wakefield**

September 18, 2018 - Spotlights

Name: Joanne Podell

Title: Executive Vice Chairman, Retail Services

Company Name: Cushman & Wakefield

Real estate association / organization affiliation(s): Board Member of Real Estate Board of New York (REBNY), Board of New York Women Executives in Real Estate (WX), Member of Real Estate Executive Council – Anti-Defamation League (ADL), Member of Women’s Leadership Council at Lincoln Center, International Council of Shopping Centers (ICSC)

What are some of your biggest accomplishments in the last 12 months?

A few recent transactions include representing the landlord in Roche Bobois’ lease at 950 Third Ave., representing Empire State Realty Trust in their lease with Target at 112 W. 34th St., and representing the landlord in Modani Furniture’s flagship at 942 Third Ave. In addition to my transactional success, in January, I was honored by REBNY with The Louis Smadbeck Memorial Broker Recognition Award (2018), and was recently named on Commercial Observer’s Power 100, Crain’s Inaugural List of Notable Women, Bisnow’s 2018 Women of Influence and will be an honoree at CREW NY’s 40th Anniversary gala this October.

How important is it for women to create a personal brand?

I think it is important for everyone to be focused on developing their personal brand—not just women, but all professionals. It is important to build your brand by building strong relationships with your clients, earning a reputation of competency and professionalism, supporting your peers, and contributing to initiatives that are important to you.

What blogs, resources, podcasts or influencers have helped you?

Two women have greatly inspired me throughout the years—Francine LeFrak and Ann Tisch. Francine is the founder of Same Sky, an organization that works to create employment opportunities for women escaping poverty. Ann founded the Young Women’s Leadership Network, an organization working to provide girls in low-income communities with an elite college preparatory

education. Their work inspires me, as I think it is incredibly important for successful businesswomen to support other women. Additionally, being on the board of New York Women Executives in Real Estate (WX) and a board member of REBNY has been influential in my career.

How many messages are in your inbox right now and how do you manage email?

If I do not get an email every minute, I am convinced my computer is broken or my cell phone has lost service! I receive hundreds of emails a day, and honestly, one of my greatest anxieties is that I will miss messages. I am constantly checking my email to ensure I don't, but sometimes it is just inevitable that one will slip by due to the volume.

What do you do like to do for fun?

I really enjoy playing golf and absolutely love to read. I read everything—from fiction to autobiographies.

In one word, describe yourself:

Driven

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