



2019 Ones to Watch: Julia Rocco, Kimco Realty

April 16, 2019 - Spotlights

Name: Julia Rocco

Title: Senior Director of Asset Management

Company Name: Kimco Realty

Year that you entered your current field? 2004

List up to three CRE organizations that you are currently a member of: CREW New York, ICSC and NY Building Congress (just joined)

Who or what do you attribute to your success?

I attribute my success to having a learning mindset. I'm curious about everything in real estate and have worked in many different facets of the industry from acquisitions to commercial mortgage backed securities. My broad experience has helped me establish a big picture perspective. I assist the executive management team with outlining Kimco's strategic operating/ investment plan as well as monitor action items vital to attaining our corporate objectives. The overarching aim of asset management is to maximize the revenue potential of our assets while preserving equity interest, minimizing risks, improving operational effectiveness and building a competitive advantage over peers.

What was your favorite thing to do as a kid?

My favorite things to do when I was a kid was to play with Lego blocks and draw. The subject matter was always a house. My parents encouraged me to pursue a career in architecture, but I hated physics and engineering which are prerequisites in the field. I didn't realize it then, but I gravitated more towards design which manifested from my love of art.

What advice can you offer to someone who is interested in a career in your industry?

After learning the fundamentals, network. It's cliché but it's a relationship driven business after all. Also, ensure that you volunteer for challenging projects that will help you develop the deep technical skills necessary to establish credibility and gain the respect of others. That's the key to discovering career advancement opportunities. For seasoned professionals, I would add that understanding

workflows and strategic planning are both critical success factors. One of my primary responsibilities is quarterbacking Kimco's \$1 billion development/redevelopment pipeline and I have acquired a great appreciation for understanding long lead times, managing contingencies and resolving bottlenecks to overcome obstacles.

What do you consider to be your greatest professional accomplishment in the past 12 months?

My greatest accomplishment within the past 12 months has been completing the Program for Leadership Development at Harvard Business School (HBS). It's an alternative MBA program designed to equip managers with a deep understanding of core business operations and skills for leading high performing teams through innovation/ change. HBS emphasizes the case study method of learning where professional growth is accelerated through case preparation and discussions among diverse groups of executives. I now have a clear action plan aligning my personal and professional goals, which motivated me to join CREWNY and led to joining the board of directors as secretary.

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