



## **CREW Network introduces new brand**

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New York, NY Commercial Real Estate Women (CREW) Network has been advancing women in commercial real estate for 30 years, and has introduced a new brand establishing CREW as one of the premier global business organizations leading women and the industry into the future.

CREW Network plans to launch an image campaign this month to highlight the new brand and communicate the organization's strategic focus on business, leadership, deals, advancing women into leadership roles, and creating an environment where all women can succeed.

The new brand was introduced on September 27 to 1,200 commercial real estate leaders attending the 2019 CREW Network Convention and Marketplace in Orlando, Fla.

"This new visual identity represents the bold and modern organization that is CREW Network," said CREW Network president Holly Neber, CEO of AEI Consultants. "For more than 30 years, our members have found success with CREW Network. We are focused first on the success of our members, as the place for commercial real estate women to become more successful business professionals, deal makers, and leaders. Our new brand is also a statement of our intentional commitment to transform the commercial real estate industry to be diverse, inclusive and equitable for all."

"CREW Network's new brand reflects our unique value, mission, and impact as a global business organization," said CREW Network CEO Wendy Mann, CAE. "The new brand—like our members—is professional, prominent and sophisticated. The arrow, our new brand mark, represents our drive to transformation in the industry. Our movement is advancing, moving women forward, moving companies forward, and moving business deals forward. We are excited for the what the future holds as we advance the success of our members and transform the industry."

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