



2020 Women in RE: Carrie Villani, LERA Consulting Structural Engineers

May 19, 2020 - Spotlights

Name: Carrie Villani

Title: Director of Marketing

Company Name: LERA Consulting Structural Engineers

List up to three associations or organizations that you are presently a member of:

CREW,
SMPS,
PWC

What is one characteristic that you believe every woman in business should possess?

Every woman in business should learn as much about all aspects of the business as she can. I can only excel in my marketing role by having an understanding of the management and financial aspects of the firm and industry. This is my key piece of advice to all technical professionals as well, learn more about the business and your career opportunities will grow exponentially when you solve problems and add overall holistic value. In addition, all marketers should gain as much information on the technical service and market sector they are representing.

What was your favorite job and what did you learn from it?

I have learned so much from every job but LERA really is a wonderful place to work. On top of learning about our amazing portfolio of projects in all market sectors worldwide, I learned what it means to be a respected key part of a team. I have learned that lifelong dedication to a firm still exists and what it takes to nurture those conditions for the professionals at the firm. I am in constant awe of the brainpower and experience in any room I am in at LERA and am really proud to be a part of it.

What conferences, books, blogs, podcasts, or influencers would you recommend to women?

Professional Women in Construction has been offering a fantastic series of virtual events, there are key speakers with valuable project leads and opportunities for networking which is key at this time. I am also listening to a variety of human interest podcasts. I miss the buzz of conversation in the

office and I like hearing examples of real people making their way in this new reality, finding new strengths and helping others.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540