



2020 Women in RE: Lisa Fingar, SWBR

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Name: Lisa Fingar

Title: Marketing Manager

Company Name: SWBR

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

SMPS,
Women's Council Greater Rochester Chamber of Commerce

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

Empathy. It's important to listen to another person's point of view and allow yourself to understand or feel what that person is experiencing without passing judgement. It's not easy, but when it happens, sincere communication and teamwork starts.

What would you tell your daughter if she was interested in following in your footsteps?

Go for it! Marketing for architecture/engineering/construction has many opportunities. It's not a field most people plan for, but it's highly technical, fast-paced and has a lot of variety. It is a career that allows you to balance both creativity and analytical thinking.

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