



2020 Women in RE: Caroline Saba, UpSpring PR

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Name: Caroline Saba

Title: Associate Vice President

Company Name: UpSpring PR

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

The New York Chapter of the Society for Marketing Professional Services (SMPS NY)
Currently a LEED Green Associate

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

One of my favorite books is “Start With Why” by Simon Sinek. In his book, he says, “People don’t buy what you do, they buy why you do it.” Friends, family, and colleagues know that I love to ask “why?” That’s because, if you figure out the why—your why, her why, his why—then you discover the what and the how. I’ll admit that, as a woman, it can be intimidating to speak up and ask questions. But, your curiosity and creativity have the power to impact not only the success of your team, but your organization as well.

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

Kindness. Being kind is truly an incredible strength. Choosing to be kind takes courage and a certain toughness. It is important to take care of one another and celebrate each of our victories. There is nothing more satisfying than being kind to your colleagues and industry peers.

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

Stay motivated, inspire yourself, and be open to discovery—the breakthroughs, the struggle, and all of the learning. If you can do that—be open to everything your work can offer you—you’ll be able to find success. On top of that, embrace challenges and understand that each obstacle you face and overcome brings you one step closer to your goals. That’s because life, work, and everything in between, is about progression. Little strides to take you somewhere better. Small efforts that make you smarter, wiser, and agile enough to adapt to new situations as they arise.

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

All throughout high school and college, I maintained a part time job. One of my favorites, and possibly most difficult jobs, was working as a barista at City Bakery (a bakery, café and chocolate shop located in New York City). While born and raised in the city, I never understood the “hustle” until I made over 100 cappuccinos and almond milk lattes in a row during the morning rush hour. This experience taught me about a strong work ethic, determination, and the drive to succeed—not to mention, how to keep my composure and manage my time under a lot of pressure.

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