



2020 Women in RE: April Intrabartola, Eastman Cooke

October 20, 2020 - Spotlights

Name: April Intrabartola

Title: Vice President

Company Name: Eastman Cooke

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

Professional Women in Construction (PWC), Member
Commercial Real Estate Women (CREW) New York, Member
Family & Children's Association: Member, Board of Trustees
IREON, Income Real Estate Operations Network, LLC

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

Courage! Have the courage to follow your vision. Sometimes people give us advice that is very limiting, perhaps because they are trying to protect us. With courage, you'll make discoveries. You'll become a leader who forges new pathways. I give this advice to everyone, not just women. I do so humbly, for my mentors said the same thing to me, and I've never regretted mustering the courage to follow my dreams, shift my career focus and find my place in the world.

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

First, I'd be flattered if she followed in my footsteps. I would tell her to be true to herself and to always follow her heart. I would encourage her to stay inspired and never let anyone discourage her precious dreams. There will be challenges along the way, but from those challenges one gains strength. The key is to keep going forward in pursuit of what you really want. If you can imagine it, you can do it, so go for it!

What recent project or accomplishment are you most proud of?

Working in the heart of the construction industry, you at look at things from the standpoint of a builder. I'm most proud of the company we've built—its culture, collaborative team and the projects that bear our name. Starting as an executive assistant/assistant project manager in 2009, with an astounding array of responsibilities, gave me the opportunity to grow professionally and play an active role in strategic planning. We created a solid foundation from which we took on new

challenges. Today, we are truly client-driven, with lasting relationships and repeat business. I'm so proud of the evolution of Eastman Cooke.

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

While there are many great books and resources to recommend, it comes down to this: You'll get the best advice from a person you trust who is attuned to your vision. Two people have influenced me beyond measure. My dad has always been my mentor. He worked in the construction industry, too. He encourages me to trust my instincts and follow my heart, especially when I'm at a crossroads. My late aunt taught me to be independent and confident. I helped set up a foundation in her memory so that her spirit will continue to influence future generations.

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