



2021 Women in Professional Services: Michelle Galindez, Syska Hennessy Group

March 23, 2021 - Spotlights

Name: Michelle Galindez, LEED AP

Title: Associate Partner, Director of Marketing and Communications

Company Name: Syska Hennessy Group

Real estate associations or organizations that you are currently a member of:

SMPS- Society of Marketing Professionals Public Relations Committee, ACEC NY and Social Media Volunteer for Project Sunshine

Women have made significant progress in the last year towards equality in the workplace. How do you advocate for your fellow women in real estate?

At Syska Hennessy we have a employee advocate group called SHAPE (Syska Hennessy Advocating for Professional Equality). This group helps with diversity, equity, and inclusion. As an employee run organization around for just under five years the group has enhanced inclusive hiring practices, promoted programs on the unconscious bias and working with local communities. Last year the team cross collaborated with groups like SWE, the Society of Women Engineers.

What books or social media influencers would you recommend to other women?

My favorite is Amy Jo Martin. She is the CEO of Digital Royalty in addition to being a writer and speaker. Amy Jo has a book called "Renegades Write the Rules" and also hosts a podcast. She also created a training program at her firm to help women starting their own business and help them achieve their goals in the workplace.

In the past year, what project, transaction or accomplishment are you most proud of?

On our team (marketing and communications). I am really proud of communications efforts at our firm. We truly transitioned to a multi-dimensional approach with more work on social than years past. As the world went virtual, we communicated with our employees through internal engagement campaigns, news on the firm, project happenings. Externally we shared our business with our clients through our social media, our magazines, website, and email platforms. It might sound basic but the sheer quantity that was delivered to both user bases was truly impressive. Even more impressive is that several of our communicate outputs (including our Connections Magazine, Social Media campaign and holiday card) received awards!

How do you keep your team motivated despite conflicts and obstacles?

On our team we have an open-door policy for communication. We try not to point fingers but really think about conflicts as a way towards improvement. Culturally we seek feedback in a 360° format to allow for true understanding of cause and effect and lessons learned.

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