



2021 Women in Professional Services: Viviana Addo, VMCASA

March 23, 2021 - Spotlights

Name: Viviana Addo

Title: Founder - Global Real Estate Consultant

Company Name: VMCASA

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

NYU Alumni Association
REBNY

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

The rebrand of my consultancy VMCASA, and the launch of my podcast, Growing Cities. I am very pleased with the response and am proud to have under contract our first site for multifamily development in Bogota, Colombia.

Why should women consider a career in commercial real estate and related services?

The short answer is: Why not? The longer answer: this is an industry that serves both women and men, and in order to do that properly it requires the valuable point of view of women also. This is a fun industry where you get to be a part of building environments and have a visible and positive impact in your community.

How have you adapted and changed in the last 12 months?

I have learned to work virtually, I keep an open mind about global and digital format opportunities, and I stay up to date about the new regulations to efficiently follow the new COVID-19 protocol.

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

Leading by example, recognizing progress, and finding what motivates them to keep their spirit up.

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?

I stay connected to different professional women networks like NYU Women's Initiative, NYU Alumni

Association, CREW New York, and the National Symposium of Women in Real Estate. I also invite to my podcast Growing Cities (Growingcitiespodcast.com), professional women in different areas of the built environment to highlight their unique point of view and expertise.

What steps have you taken to ensure the continued success of your firm?

We have a new venture named Growing Cities podcast, where we connect with a variety of professionals around the world to talk about the built environment from different angles. Our mission is to be a force of good in the real estate market and educate our audience about different topics surrounding urban development, real estate investment, sustainability and architecture. We aim to grow awareness about VMCASA's brand, our collaborators, and the important topics for the community.

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

Books: "The Second Sex" by Simone de Beauvoir, and "Becoming" by Michelle Obama.

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