



## **2021 Women in Professional Services: Melissa Naeder, Cushman & Wakefield**

March 23, 2021 - Spotlights

Name: Melissa Naeder

Title: Senior Director

Company Name: Cushman & Wakefield

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

Commercial and Industrial Brokers Society of Long Island,  
CREW Network,  
Long Island Real Estate Group

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

I believe it is crucial to attend, support and participate in industry trade organizations. They provide a vital role in helping to advance and promote our industry. In addition to my work with these groups, I also serve on the Town of Huntington's Small Business Recovery-COVID Taskforce and the Town's Economic Development Council.

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?

Recently in my role on the executive board of the Commercial and Industrial Brokers Society of Long Island, I joined with other women to form a new committee, which specifically addresses issues of gender equity in our industry: [libn.com/2021/03/02/commercial-brokers-group-promotes-women/](https://libn.com/2021/03/02/commercial-brokers-group-promotes-women/)

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

The key to our team has been communication. As things continue to change, good communication practices have been vital in keeping people motivated, staying ahead of the curve and ready to adapt.

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

The commercial real estate industry plays a critical role in our region's economic development. As

we recover from the pandemic, our industry will be at the forefront of that recovery effort. True equity in our field is still an issue, but anyone seeking support from their local community should see our industry as a path toward meaningful change.

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

In the last 12 months, my team and I have worked hard to continually maintain and support our relationships with tenants and property owners. It's vital that we assist our clients, help them navigate this crisis and prepare them for the "new normal" ahead.

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

Anything written by Tony Robbins, Elena Cardone and Gabby Bernstein.

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

The proudest accomplishment of the last 12 months has been seeing our team come together and grow through this global crisis. From addressing the initial shock to many of our clients and tenants, to helping them chart a course forward, to addressing and mapping out what the next 12 months looks like, I am incredibly grateful to work with a team of tireless and dedicated professionals.

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