



2021 Women in CRE: Yasha Chaturvedi, Bright Power

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Name: Yasha Chaturvedi

Title: Senior Energy Analyst, National

Company Name: Bright Power

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

Globally, we aim to become a carbon neutral economy by 2050 but a lot needs to be done to achieve this goal and it's critical we achieve it. Accomplishing this requires all parties to collaborate with the understanding that this impacts all of us. As an advocate for sustainable real estate and in my role at Bright Power, I interact with key stakeholders and decision makers from CRE and advise them on decarbonization strategies. Almost 40% of total carbon emission could be attributed to old and inefficient multifamily buildings. During the last few years, I have helped devise decarbonization strategies and execution plans to reduce carbon footprints of these buildings. It's quite rewarding to be part of the solution which takes us closer to carbon neutrality.

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

I think the nature of CRE is changing and the industry is much more inclusive of women now than a decade ago. I would strongly encourage women to consider CRE and related services because this is where we get to influence future generations and the survival of our planet. Achieving carbon neutrality is probably the most important goal of our generation, and we all need to get involved.

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

A book that I recently read and helped me tremendously in improving my efficiency is "Atomic Habits." I found this book to be particularly relevant in the context of the remote working regime we all have been operating under for the past 1.5 years. The book provides great insights and guidance on how to stay focused and be at your utmost productivity when you try to juggle multiple things.

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