



2021 Women in CRE: Megan Grand, MTG Creative Group

November 02, 2021 - Spotlights

Name: Megan Grand

Title: CEO

Company Name: MTG Creative Group

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

The leasing campaign MTG developed for the ON3 campus in N.J., nine miles from NYC. We created a website, a digital and social media creative campaign and a 3D animation fly-through of the 116-acre campus, which included proposed and existing buildings. The campaign won multiple American Graphic Design awards and helped the client lease a 300,000 s/f office building in the middle of a pandemic.

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

Positivity, I love what I do; and empathy – understanding we are all just people. Finding creative marketing solutions that meet specific challenges is what we do. Resolving conflicts and overcoming obstacles is a big part of that. When there are bumps in the road we take a moment to regroup, work through them, and find the right solution.

How do you advocate for your fellow women in real estate?

Referrals any chance I get! As well as supporting colleagues by attending events they host whenever possible.

How do you contribute to your community or your profession?

I have been a guest speaker at Pratt and Parsons school of design. MTG Creative Group supports local charities, schools and The Michael J. Fox Foundation for Parkinson's Research.

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

I recommend "The 7 Habits of Highly Effective People" by Stephen Covey. This is a valuable and cathartic read for anyone looking to enhance the quality of their work lives. As far as social media influencers, I think everyone should be following Barbara Corcoran. Not only are her brands extremely influential on social media, but she is a legend, the queen of NY real estate.

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

There are not enough women in this field. In a highly male-driven industry like this one, I find that

women can bring a fresh perspective to the table. Finding new angles to tackle this age-old industry is the key to success. I'd encourage more women to join us!

Tell us a thing or two about you that is NOT on your resume or LinkedIn profile?

I have two daughters, 4 and 7 years old and I speak Italian fluently.

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