



2021 Women in CRE: Elease Stewart, Cushman & Wakefield / Pyramid Brokerage Co.

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Name: Elease Stewart

Title: Director of Marketing, Research, and Social Media

Company Name: Cushman & Wakefield / Pyramid Brokerage Company

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

This past year, I led an internal team of CRE marketing professionals on an eight month multimedia marketing campaign to promote the company's 50th anniversary. 90% of the production and creative development is done in-house with limited resources. The team consistently completed successful projects that exceeded goals and expectations. We are nearing the finish line, and I couldn't be prouder of the results!

How do you contribute to your community or your profession?

Shining a spotlight on our tertiary markets here in Upstate New York has always been my modest way of ensuring that positive stories are shared across the state, the nation, and the globe. Our markets have so much to offer in this rising era of the hybrid working ecosystem. I leverage each marketing deliverable as an opportunity to boast about all the great features our communities have to offer.

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

"A jack of all trades, master of none." Isn't that how the saying goes? I am a true podcast addict. At any given moment, you may find me indulging in topics from professional self-development to the process of cryogenically freezing stem cells. There are few topics in this world of information that I find uninteresting.

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

Sharing a vision and setting clear goals through consistent communication has been an effective strategy to help keep motivation high. I find it critical these days as the obstacles of hybrid working conditions can sometimes erode the initial energy level when you start a new project.

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

Advocating for change in an industry that has been historically male-dominated can seem complicated at the surface. I believe it has more to do with looking inward and holding yourself

accountable to praise female colleagues every chance you get. Sing their praises. Encourage and influence their journey to leadership roles. To put it simply, “do unto others...”

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

Over the past 11 years, social media has been a vital resource to connect with successful women in CRE from across the globe. I am fortunate to work for a company that aligns with an existing global network of leaders. For me, two CRE influencers led the way from the beginning of my journey: Sarah Malcolm @MrsSarahMalcolm and Barbi Reuter @BarbiReuter. I highly recommend following them on social media.

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

The CRE industry is primed for inspirational leadership by women committed to making a difference in their trade. Proptech and diversity agendas are running parallel to a demographic shift in the workforce, and female mentors have already opened a path for the next leaders. The time for women to secure leadership roles in CRE is right now!

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