



## 2021 Women in CRE: Julia Rocco, Kimco Realty

November 02, 2021 - Spotlights

Name: Julia Rocco

Title: Senior Director of Asset Management

Company Name: Kimco Realty

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

It's tied between being elected 2022 president of CREW New York and the work I do at Kimco in asset management. As a CREWNY board member for the past three years, I have been entrusted to help steer this organization through a period of profound disruption. One that started way before the pandemic due to demographic trends, consumer behavior changes, and technological advancements with implications rippling through our industry from pre-fab construction, proptech, AI, to blockchain and now hybrid/remote working. In my day job, I have been helping many of our small business tenants navigate one of the most challenging environments in recent history. The pandemic revealed how fragile our economy is and how vital small businesses are in the communities they serve.

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

By reminding them of the mission. Whether at work or elsewhere in life, consensus can be built when identifying common goals. Conflict and obstacles can be good at times, you don't want to ignore them. They are often catalysts for bold ideas that drive progress, innovation, and growth.

How do you contribute to your community or your profession?

At CREWNY, our mission is to empower, promote and advance women in commercial real estate, so I am constantly trying to find ways for us to do that. One of our most important efforts is recruiting senior women to help mentor and build a pipeline of future leaders. The other is our new DEI Committee, which seeks to ensure that we have diversity amongst our members as well as in that future pipeline of leaders we are building.

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

I try to make sure that their perspectives are heard. I encourage them not to be afraid to take the next step in their careers and celebrate their accomplishments. I also recommend them for projects that I think will help them gain recognition.

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

Discover Your True North, Daring Greatly, The Big Short, Unleashed and Getting to Yes.

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

The work is stimulating in many respects, sometimes based on the scale or complexity. However, I think it's when there is a real contribution to society that makes it personally fulfilling. The demands can be difficult at times, but the reward of working on a project or asset that will have a real impact on the people in that community is very inspiring.

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

If I wasn't working in commercial real estate, I would probably be a serial entrepreneur.

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