



## **Wu named president of JRT Realty's MWBE Unite Inc.**

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Pay Wu

Jodi Pulice

New York, NY Pay Wu will serve as president of JRT Realty Group's newly formed MWBE Unite, Inc. This standalone Commercial Real Estate (CRE) platform supplier will pave the way for 100 percent Minority and Women participation, offering services that include strategic program management, Environmental, Social and Governance (ESG) advisory, social impact construction, development and management and property technologies. Jodi Pulice, founder & CEO at JRT, will serve as CEO.

MWBE Unite is a step forward in bridging CRE supplier and workforce diversity gaps and creating accessible opportunities within those spaces. Working with MWBE Unite will also present a unique opportunity for organizations to meet their diversity commitments while also taking advantage of high-level industry expertise. This new entity will extend ideals and offer credentialed expertise across services that cover challenges currently faced by the real estate industry, particularly those that pertain to achieving ESG and Diversity, Equity and Inclusion (DEI) goals.

“MWBE Unite’s sole mission is to advance supplier and workforce diversity—a mission that is incredibly important to building for Next Gen diverse capabilities—and it fills me with great pride and confidence to have such an accomplished woman at the helm,” Pulice said. “Pay Wu is incredibly qualified to lead this charge, and with JRT’s support behind MWBE Unite, this new venture is poised to hit the ground running and bring the industry best-in-class service from qualified and diverse professionals.”

Wu most recently led Cushman & Wakefield’s outsourcing corporate services business in the Americas East Region, spanning Consulting, Transactions Management, Project Development Services and Facilities Management. Prior to C&W, Wu was an senior vice president at TD Bank’s North American Corporate Real Estate and vice president, head of Americas Region for American Express. Wu also has experience in professional services consulting with Deloitte and Arthur Andersen.

“Diversity is a fact and inclusion is a choice that individuals and companies must consciously make,” said Wu. “Building on that, equity is the outcome of choice. Organizing supplier and workforce diversity in CRE requires deliberate focus to action, and organizations such as MWBE Unite are important industry boosters. In collaboration with traditional providers, MWBE Unite will enable companies to meet their supplier diversity and ESG commitments and achieve Tier 1 and 2 status from their real estate lifecycle spend.”

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