



**2022 Industry Leaders: William O'Brien, M.C. O'Brien Inc.**

September 27, 2022 - Spotlights



Nominee's Name & Job Title: William O'Brien, SIOR

Nominee's Company/Affiliation: M. C. O'Brien Inc.

Nominee's City & State of Employment: Brooklyn NY

What award were you most proud to receive?

Not sure it's an award but receiving the SIOR designation has always been one of my proudest moments. The ability to collaborate with some of the best commercial real estate brokers in the US, Canada, and more and more in Europe and many other countries, has taught me so much about best practices for serving my clients. Also, I am truly amazed as the different approaches across the US and the globe in terms of how deals get done. A truly phenomenal organization of professionals.

What was the most difficult experience you have encountered as a leader?

I believe COVID has been the most challenging aspect of my leadership at M.C. O'Brien Inc. Balancing serving my clients, who continued to transact through the pandemic, and the life and safety of my family and staff was very stressful at varying times. Luckily, and I am sure luck was part of it, we had no major illnesses or losses at M.C. O'Brien Inc.

What aspect of your position do you find most challenging?

Balancing being a transaction broker with management of staff and property can leave my bandwidth maxxed out, the old adage of one thing at a time, is a mantra I use, albeit I have to constantly reprioritize the most pressing issues without missing the smaller, less pressing, issues.

What leadership role outside of the workplace is most rewarding to you?

Leading three young adult children with my wife Ann Marie, is the most daunting/rewarding role I could ever imagine

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