



**2022 Industry Leaders: Roseann Coraci, Rose Property Management Group**

September 27, 2022 - Spotlights



Nominee's Name & Job Title: Roseann Coraci, Director, Multifamily

Nominee's Company/Affiliation: Rose Property Management Group

Nominee's City & State of Employment: New York, NY

What aspect of your position do you find most challenging?

Technology has changed the way companies do business and how employees learn new tasks, especially in a post-COVID world. One of the biggest challenges is seeking and implementing new technology that provides us with the tools to stay competitive and optimize efficiency. To adapt to an ever-changing industry, it is important to keep your employees trained on new technologies, and engaged and motivated to leverage innovations that can benefit our residents and the properties we manage.

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

Coaching youth basketball has always been the most rewarding role for me. It is a great getaway from the office and extremely fun. Being able to instill core principles and concepts in children at such an early age, has taught me the fundamentals of being a better leader in the workplace. A healthy culture is created through a combination of building trust, having a good work ethic and open communication. Show up, be present and most importantly, celebrate the small wins.

What advice would you give the next generation of leaders in your industry?

I am fortunate to work for Amy Rose, owner, and CEO of Rose Associates. Her support of women in leadership within the company and across the industry has been instrumental to my growth. My advice to the next generation of leaders is to build a diverse and inclusive culture through mentoring. Take an active interest in your team encourage new ways of thinking and challenge them to enhance their skill set.

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