



## **2022 Industry Leaders: Samara Karasyk, Hudson Square Business Improvement District**

September 27, 2022 - Spotlights



Nominee's Name & Job Title: Samara Karasyk, Hudson Square Business Improvement District, President

Nominee's Company/Affiliation: Hudson Square Business Improvement District

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

Describe what you would consider to be ONE of your top career highlights:

In the summer of 2020, I launched and spearheaded a five-borough, small business recovery program with eight partnering organizations and 20+ staff, all hired and managed remotely. We offered personal and individualized support in real-time and reached 20,000 businesses in our first year.

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

Treat people how you want to be treated. Listen and observe to understand other's goals and concerns, so that you can build consensus and move a project forward. Meaningful public projects take a long time – be patient, be thoughtful, and be smart. Don't take yourself too seriously.

What is your management style?

Fair, straightforward, empowering, and energetic. I hire smart, capable people, establish clear roles and responsibilities, support and mentor, and give them wide latitude to do their jobs. I regularly provide feedback and believe it's important to really listen to my team – they make our organization (and me) look good!

What aspect of your position do you find most challenging?

Any impactful community project must consider varied and numerous perspectives and involves a multi-step process. This takes time, patience, perseverance, and lots of energy. However, I truly believe in the impact of our projects at the BID and that keeps me positive—it's worth it.

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