



## **2023 Ones to Watch Industry Leaders: Courtney Squicciarini Newton, Silverstein Properties**

June 27, 2023 - Spotlights



Courtney Squicciarini Newton  
Director, Digital Marketing & Comm.

Number of years in CURRENT position: 1

3 skills that you use every day in your position: Strategic and creative thinking, empathy and open communication.

Best book, podcast, or app for aspiring leaders: Work Life with Adam Grant (podcast), Thinking Fast and Slow by Daniel Kahneman and Marketing Millennials (podcast).

Best advice for new leaders in 10 words or less: Be authentic in everything you do and never stop learning.

What recent project, transaction or accomplishment are you most proud of? Transforming an unused space at 120 Bdwy. into an exceptional amenity space that aims to reignite our tenants' enthusiasm for returning to the office and captivate the interest of prospective tenants. This unique space opens to a meticulously designed 1940s detective's office that leads to the main space which features an arcade, a 1980s dive-bar themed speakeasy, a yoga room, lounge areas, versatile conferencing facilities, and a game room adorned with billiards, shuffleboard, and Foosball.

What makes this nominee an Industry Leader? "Courtney is one of the most creative leaders in the commercial real estate industry. She routinely changes people's perception of places and spaces through groundbreaking marketing, digital and social media campaigns. She has reimaged and transformed our unused office space into lounges, speakeasys, vintage arcade rooms, game rooms and bars." - Dara McQuillan, Chief Marketing Officer at Silverstein Properties.

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