



## **2023 Ones to Watch Industry Leaders: Chris Okada, Okada & Company**

June 27, 2023 - Spotlights



Chris Okada  
CEO

Okada & Company

Number of years in CURRENT position: 21

3 skills that you use every day in your position: Critical thinking, communication, data analysis.

Best book, podcast, or app for aspiring leaders: Use What You've Got by Barbara Corcoran and Bruce Littlefield.

Best advice for new leaders in 10 words or less: Always be closing. Every deal counts!

What recent project, transaction or accomplishment are you most proud of? I recently published an e-book titled "From Fear to Fortune," which analyzes trends from Manhattan's commercial real estate market over the past 30 years, and also offers predictions for Manhattan's commercial properties in 2023 and beyond. I believe – and the report shows – that the next 12-24 months offer a once-in-a-generation chance for significant returns on NYC real estate investments, possibly the most significant in a 25-year period.

What was one of your biggest challenges as a leader and how did you overcome it? Running a business is multifaceted. You often hear people talk about branding, scaling, sales numbers, etc. What you don't hear about as often are the delays, frustrations, errors, or failures that naturally occur when growing a business and leading a team. Having operated through multiple economic cycles and expanded the team throughout the years, I've experienced a number of challenges. A strong work ethic, persistence, resilience and positivity are crucial for overcoming setbacks.

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