



2023 Ones to Watch Industry Leaders: William O'Brien, M.C. O'Brien, Inc.

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William O'Brien
President

M.C. O'Brien, Inc.

Number of years in CURRENT position: 12

Best advice for new leaders in 10 words or less: Transparency and clear communication, go a long way to create culture in a business environment. My work and processes are an open book, for all that work with me. I like to look at my staff as associates, not employees.

3 skills that you use every day in your position: Multi-tasking in a fast paced environment, maintaining composure under stress and concise communication.

Best book, podcast, or app for aspiring leaders: Leaders Eat Last by Simon Sinek.

What recent project, transaction or accomplishment are you most proud of? My team and I structured and completed a 40,000 s/f build to suit lease in less than four months. Great ownership and tenant terms, facilitated a smooth transaction.

What makes this nominee an Industry Leader? "Continuous Learning: Bill prioritizes personal and professional growth for himself and his team, promoting a culture of constant learning and development. Integrity and ethical standards: Bill upholds high ethical standards and integrity in all aspects of his leadership, setting a positive example for his team and fostering trust and respect. Accountability: Bill holds himself and his team members accountable for their actions and outcomes, creating a culture of responsibility and ensuring that everyone strives for excellence." - Davon Peters, Sales Person at M.C. O'Brien, Inc.

What was one of your biggest challenges as a leader and how did you overcome it? Maintaining business operations, while providing a safe business and home environment was clearly a challenge. The situation was truly unprecedented. Also dealing with tenants during the COVID pandemic was a challenge, we tried to group the tenants in 3 silos (1) those that shut down and were unable to generate revenue to pay rent (2) those impacted but not closed and (3) tenants that either showed no downside in their business or possibly did even better than normal times.

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