



2023 Women in CRE: Larisa Ortiz, Streetsense

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Larisa Ortiz
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What recent project, transaction, or accomplishment are you most proud of? I am proud of the work our team did for Preparing a Commercial District Diagnostic, published by the Local Initiative Support Corp. This award-winning approach to strategic planning has been deployed across the country, and now serves as the framework for the city's award-winning Commercial District Needs Assessment (CDNA) tool, which has been applied in 35 neighborhood commercial corridors throughout the city and codified as a recommendation in the city's OneNYC 2050 Strategic Plan.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Firms should provide a collaborative environment that invests in professional development, exposure to new things and the room to make mistakes, as well as accessible leadership.

Who inspires you most? What qualities do they possess that inspire you? Mike Bloomberg and Commissioner NYC Department of Transportation Commissioner Jeannette Sadik Khan. I admire the way Bloomberg deputized his commissioners to take on audacious goals.

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