



2023 Women in CRE: Tiffany Rafii, UpSpring

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Tiffany Rafii
CEO

What recent project, transaction, or accomplishment are you most proud of? This year, our team launched The Circle – a networking community that connects our clients through roundtable discussions and presentations centered around pertinent industry topics. The purpose of The Circle extends beyond gathering; through this new initiative, our aim is to create an environment that fosters authentic relationships. Each month, we bring together professionals from the architecture and design community, offering a platform for fresh viewpoints that contribute to their ongoing professional development.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Choose an employer for enduring commitment. Just as you wouldn't get married with the intention of divorce, approach your job with similar levels of dedication.

Who inspires you most? What qualities do they possess that inspire you? My mom! She always challenged what it meant to “have it all” and encouraged me to find a path that was right for me.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? “In the inception of our PR and marketing agency, UpSpring, we pledged innovation to our team and clients. Over 14 years, Tiffany's leadership propelled novel initiatives, paving the way for profound industry relationships. Her commitment transcends UpSpring's success—she partners with clients, fostering collective progress and advancement.” - Sarah Terzic, President at UpSpring.

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