



## **2023 Women in CRE: Joanne Bobb, Bobtek Electrical Corp.**

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Joanne Bobb  
Vice President

Bobtek Electrical Corp.

What recent project, transaction, or accomplishment are you most proud of? Bobtek Electrical Corp. has become a go to for property managers seeking fast responsive high quality work in volume across their portfolios. Our local law electrical work has lead to being relied on to help commercial real estate property owners and managers modernize while limiting costs. Bobtek Electrical just completed the first of its kind on the East Coast, the wiring and installation of an air heat pump system through Association of Energy Affordability. We were able to install it on time and safely. The work was commended for being impeccably structured, visually impressive in its organized presentation and we accomplished it well before the completion date. We received accolades for the work that was completed and we were offered two additional projects and placed on the “go to” electricians list on their website.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Important factors women in the industry should consider: Women in the industry should use their strengths. It is not about physical strength but being able to think through a problem from start to finish and trust your instincts.

Who inspires you most? What qualities do they possess that inspire you? It is without a doubt K.A. Stacie Alexiou of WATT + FLUX. Stacie’s ability to look at a business challenge and use it to her advantage but most especially her ability to bring that attribute out in those she mentors, her clients, and her staff. Stacie has challenge me and encouraged me to accomplish many goals (milestones) I set for myself and my business. The Reverse Engineering Method she developed is not short of brilliant. Stacie coaching has enabled me to reorganize my approach to business and as a result we see an increase in sales and a increase in our digital presence. She is the person who most inspires me, especially in this industry.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? “I initially experienced Joanne as a client, and quickly saw a trusted colleague and professional I would recommend with the highest esteem. She is a reminder although quite rare it is possible to find a contractor who will not only exceed your expectations technically and logistically, but go to every extent to ensure they represent you and your site with honor and win your business again and again. Joanne leads Bobtek in a manner that inspires the loyalty of lifetime clients. She does not see obstacles, only opportunities for her to lead her clients to solutions.” - K.A. Stacie Alexiou, CEO at WATT + FLUX | Reverse Engineer Method.

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