



## **2023 Women in CRE: Erika Banach, Marcus & Millichap Capital Corporation**

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Erika Banach  
First VP, Corporate Strategy & Dev.

Marcus & Millichap Capital Corp.

What recent project, transaction, or accomplishment are you most proud of? My role requires that I focus on creating effective strategies to generate revenue for the firm. I am responsible for executing these strategies, measuring the impact, and adapting as required. I am most proud of identifying synergies between financing, investment sales, and loan sale professionals and implementing actions to maximize cross collaboration that directly generates value for our clients. By utilizing innovative technology, we have enhanced connectivity, user experience, and referral business.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Find a firm/sponsor that values your unique attributes. You need a seat at the table to grow/ contribute. Opportunities are endless in the right environment.

Who inspires you most? What qualities do they possess that inspire you? My two sons inspire me. Their zest for learning, discovery, and interest in the natural world spark my endless curiosity--their boundless energy is invigorating!

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? "Erika has played a key role in designing and applying multiple new processes and implementing best practices company-wide, generating greater efficiencies and superior client experience. She is active on the firm's women's networking group and has worked on developing a broader diversity and inclusion strategy throughout the firm." - Evan Denner, Executive Vice President, Head of Business at Marcus & Millichap Capital Corp.

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