



2023 Women in CRE: Yael Ron, Silverstein Properties

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Yael Ron
Chief Hospitality Officer

Silverstein Properties

What recent project, transaction, or accomplishment are you most proud of? My most important accomplishment has been creating a culture that includes standards, vision, mission, daily recognition, and the opportunity for my team to grow. I give them the tools and encouragement they need to succeed. Together, we create a sense of community for our commercial and residential tenants, while increasing retention rates and managing the different segments of Inspire in an involved and responsible way. Our efforts ensure that Silverstein Properties' reputation is intact, as we bring joy in any way that we can.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Everything is possible when one feels empowered, appreciated, and recognized. Information and tools can be taught, but how a person feels, or the heart they bring into what they do, is what will make all the difference.

Who inspires you most? What qualities do they possess that inspire you? Our stakeholders, our tenants, our employees, Lisa Silverstein, and my own children are my everyday source of encouragement.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? "Yael should be recognized for her outstanding leadership and innovation in developing Inspire, a hospitality, customer-centric management brand within Silverstein. Yael instilled her belief that people do business with people and not products throughout each area of the company; essentially bringing Inspire forward as a customer-experience differentiator in real estate." - Lindsey Ancona, general manager, inspire at Silverstein Properties

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