



2023 Women in CRE: Yael Urman, Silverstein Properties

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Yael Urman
Chief Technology Officer

Silverstein Properties

What recent project, transaction, or accomplishment are you most proud of? I'm immensely proud of our groundbreaking partnership with Apple, HID, and SwiftConnect. We developed and launched the first Apple Wallet NFC mobile building access via our homegrown Inspire App. This innovation boosts tenant security and convenience. It's deployed in our properties, allowing tenants seamless access to offices and amenities, across our portfolio. The project has elevated the tenant experience and solidified our leadership in tech-driven solutions in commercial real estate.

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Consider a firm's commitment to diversity, opportunities for advancement, innovation-focused culture, and work-life balance to ensure a fulfilling, long-term career in commercial real estate.

Who inspires you most? What qualities do they possess that inspire you? I'm inspired by leaders like Lisa Silverstein who drive industry transformation through technology, valuing innovation, risk-taking, and a commitment to positive change.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? "Yael brings an exceptional blend of tech-savvy, operational efficiency, and a deep understanding of technology's impact on businesses. Thanks to her work, processes have been streamlined, costs have been reduced, and the industry's technological landscape has been elevated. She's a trailblazer who shatters gender norms but also redefines industry excellence." - Guy Vardi, Chief Innovation Office at Silverstein Properties

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