



## 2024 Ones to Watch Rising Stars: Zohra Roy, Logical Buildings

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Zohra Roy  
Director of Product Marketing & Comms.  
Logical Buildings

“This year was one of tremendous growth for Logical Buildings and Zohra Roy is our master storyteller! This dynamo placed a feature for our CEO Jeff Hendler in The New York Times on improving building efficiency and resiliency in the face of climate change, and keeps us cutting edge spearheading the launch of our refreshed new website and SmartKitAI platform.” - Michele Kaufman, Vice President, Partnerships and Business Development at Logical Buildings.

Beyond your professional achievements, what are some of your passions or hobbies? In my free time, I serve as a board member for my local community garden in Brooklyn and enjoy spending time in nature with my dog, swimming, and playing tennis. I was recently elected as the diversity director for the Young Professionals in Energy NYC Chapter, which I am super jazzed about!

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