



**2024 Ones to Watch Industry Leaders: Rob KupperSmith,
Cushman & Wakefield**

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Rob Koppersmith
Executive Managing Director

“Rob Kuppersmith is a distinguished industry leader. His extensive expertise and personable approach have been instrumental in developing and sustaining long-standing client relationships. During his tenure, he has cultivated loyal clientele who value his integrity, strategic insight and creative thinking.” - Joseph Caridi, Managing Principal at Cushman & Wakefield.

In the last 12 months what was one of the biggest challenges you faced as a leader and how did you overcome it? Adapting to the ever-changing marketplace. As the leasing industry continues to evolve post-pandemic, I have had to adjust my approach and mindset. I have continued to address my clients' priorities with the same forward thinking; however, I have had to re-educate myself on the ever-evolving landscape of the industry, guiding clients through this challenging environment with the integrity and grit that has been at the epicenter of my career.

Best advice for new leaders: Effective communication is paramount. Always trust your gut!