



2024 Ones to Watch Industry Leaders: Kathryn Redican, Marcus & Millichap

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Kathryn Redican
First VP/Director of Corporate Marketing

“Kathryn’s industry leadership shines through her commitment to team development and coaching, demonstrated by her active involvement in MMWomen, one of Marcus & Millichap’s resource groups dedicated to advancing women and diversity in CRE. She showcases innovation by connecting dots across departments and technology platforms to optimize workflows and achieve superior client results. With a can-do attitude, she willingly champions work projects beyond her immediate responsibilities.” - Andrew Strockis, Senior Vice President/Chief Marketing Officer at Marcus & Millichap.

In the last 12 months what accomplishment are you most proud of? Last year, I successfully implemented several new ideas aimed at enhancing internal agent services and bolstering the company’s brand recognition across digital platforms. One accomplishment I’m proud of is developing and building out a team to support a new marketing service for our agents. Currently in the pilot phase, it is already showing promising results, underscoring our department’s commitment to innovation and excellence.

Best books, podcasts, or apps for aspiring leaders: I highly recommend “Dare to Lead” for its transformative guidance on authentic leadership through vulnerability and values alignment. Additionally, the “9 to 5ish” podcast by theSkimm provides relatable and motivational insights from women leaders, offering valuable perspectives on navigating career defining moments.

In the last 12 months what was one of the biggest challenges you faced as a leader and how did you overcome it? In late 2023, our team experienced a period of transition, marked by new arrivals, role shifts, and personal events necessitating adjustments. Ensuring adequate coverage became a priority amidst these shifts. Hiring the right talent and supporting team members through these transitions demanded time and effort, yet the investment was invaluable. Today, our team stands stronger and more empowered, each member occupying the right roles to deliver optimal support and contributions to both the company and the Marketing team.

Best advice for new leaders: Empower innovation and prioritize support for team success.