



## **2024 Women in CRE: Risa Hoag, GMG Public Relations, Inc.**

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Risa Hoag  
President and Founder  
GMG Public Relations, Inc.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight?

“Risa Hoag and GMG Public Relations have been instrumental in elevating M1 Capital’s visibility within the commercial real estate space. Their strategic PR approach helped us build a strong brand and effectively connect with our target audience. From securing quality media coverage to managing communications with professionalism, Risa and her team consistently exceeded expectations. Their

creativity and commitment made a noticeable impact on our growth and reputation. We highly recommend GMG Public Relations to any business looking to enhance their market presence and public image.” - Robert Withers, President at M1 Capital.

What recent project, transaction, or accomplishment are you most proud of?

We recently worked with Seth Kaller, Inc. in White Plains to bring attention to the discovery of a signed copy of the U.S. Constitution headed to auction at Brunk Auctions in North Carolina. I secured an AP story within a few days which went viral, as well as many other media placements, for a total of 2.3 billion impressions and a value of \$58 million. While not every company has a story of this magnitude, our job is to ferret out compelling stories for our clients and share them with their target audiences through media connections and advertising campaigns.

What are the most important factors young women should consider when choosing a firm to build their career with?

Young women should ask a lot of questions of their potential employer. What benefits does the firm offer? How is good work rewarded? How often will I have a review? What options are available to me if I have issues with other employees or even those in management positions? There should be room for advancement. There should be rungs to climb and there should be good benefits. It is very important to know who you can turn to if you are feeling overwhelmed so you can get clarity in order to be productive.

Who inspires you most? What qualities do they possess that inspire you?

My two daughters inspire me the most! I am seeing the world through their eyes as they navigate a different work environment than the one I entered decades ago. Our conversations are a good balance of talking and listening and we all learn from each other. I am grateful for their insights and encouragement when I need it and grateful that they still see me as a source of inspiration and encouragement!

Which professional organization(s) would you recommend to women just starting out in your industry:

The Public Relations Society of America is a good one. There are also good local organizations that often have women’s leadership councils. I highly recommend not only becoming a member of local groups but also taking on committee and leadership roles. That’s where you can meet decision makers and be recognized for your contributions.

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