



2024 Women in CRE: Chloe Petherick, Unispace

September 24, 2024 - Spotlights



Chloe Petherick
Global Head of Brand and Communications
Unispace

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

“Chloe is a brilliant storyteller and communicator. She understands and captures important nuances across property types and global markets while also creating compelling campaigns that inspire important conversations around some of the most urgent issues facing the CRE industry today, like RTO and the future of the office sector. In her role leading Unispace’s global communications team across four continents, she is a steady, thoughtful leader driving complex communications strategy and execution through major organizational milestones, including multiple acquisitions, rebrands, leadership changes, groundbreaking global research campaigns and more. Even more impressive than Chloe’s strategic vision, creativity, and work ethic is how she inspires and empowers her teams. She is a values-driven leader committed to showcasing how the built environment can effect positive social change, from sustainability initiatives that create a healthier planet to purpose-led design that builds a sense of community and belonging. She inspires and lifts up so many and is incredibly deserving of this recognition.” - Nicole Stenlik, President at Akrete.

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

I’m most proud of Unispace’s Art for Impact x Casa Congo initiative, and campaign we built around that. As someone passionate about working for purpose-driven companies, this project resonated with me and made me proud to work for Unispace. It broadened my brand storytelling focus beyond Unispace to elevate awareness of NGO Casa Congo and Nicaraguan women’s collective Las Tejedoras, because “the rising tide should lift all boats.” Personally committed to climate change action (it’s why I am vegetarian), I was inspired by how small actions, like ocean plastic collection, can drive large-scale, positive environmental and social impact.

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

To thrive long-term, choosing the right firm means finding one that aligns with your personal values, has clear direction, and fosters both personal and professional growth.

As a woman, I also recommend looking at how the firm champions women in leadership roles. In the male-dominated real estate industry, it’s crucial for young women to see women in senior positions, beyond the typical CMO or People Officer roles, ensuring representation and diversity of thought in the boardroom

Also, seek a company that listens and encourages you to speak up, while offering opportunities for development—whether that’s on-the-job experiences, training or mentoring.

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

Patty McCord, Netflix’s former chief talent officer (turned author and TED Talk speaker), inspires me with her courage to challenge corporate norms. She was instrumental in shaping the “Netflix Culture Code,”—now a reference for brands around the world focused on building better corporate cultures. Advocating for a high-expectation, high-reward environment and treating employees like adults, Patty eliminated unnecessary policies. Focusing on accountability and trust, and her bold approach to building culture resonates with my own leadership values.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540