



Five Lessons from Five Years of Link Logistics

*By Sonya Huffman,
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Sonya is the chief administrative officer for Link Logistics, responsible for ensuring operational excellence across the company's nationwide portfolio of real estate assets. She directs critical firm-wide priorities including property management, customer experience, sustainability, transactions, customer onboarding and people operations.

Helping transform Link Logistics from a newly created startup into a leading operator of industrial real estate over the past five years has been a career-defining project for me. Since the firm was founded in 2019, we have expanded our portfolio from 1,200 properties to more than 3,500; increased our customer base from 3,000 to over 10,000; and grown from 230 employees to over 1,200. Our portfolio now spans more than 500 million square feet across essential U.S. distribution markets. Building this firm alongside talented, kind and committed colleagues has been a thrill. It has also been an education filled with countless lessons for me, both as an executive and as a woman in the historically male-dominated commercial real estate world. I would like to share five of those lessons here. ...CONTINUED



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1. PEOPLE ARE THE KEY INGREDIENT.

Our firm is successful because we have people who deeply understand how to invest in and operate industrial real estate. This includes people with decades of experience in the industry, as well as others who bring fresh perspectives from outside sectors. The bottom line is that an organization is only as effective as the people who comprise it. At Link Logistics, we are fortunate to have people who treat every interaction as a chance to support customers—whether those customers happen to be internal or external.

2. SLOW AND RIGHT BEATS FAST AND WRONG.

Fear not: You don't have to accomplish all your dreams and plans within your first six months. In fact, much of what you do early on will eventually get unwound later as you implement more efficient systems and procedures. Pausing to make informed, deliberate choices ensures quality outcomes and long-term benefits.

3. EMBRACE CHANGE AS PART OF YOUR CULTURE.

Any real estate firm today must be comfortable with change while working to solve for both current and future challenges. You can't always predict changes before they arrive—but you can build a culture that handles change with grace, optimism and adaptability.

4. BEING FOCUSED ON OUR CUSTOMERS IS VITAL.

When our customers succeed, we succeed. That's why we do everything we can to support them, whether by building a digital platform to enhance their experience or by taking time to truly understand their needs and goals. Happy customers lead to loyalty, which leads to sustainable growth.

5. INVEST IN YOUR NETWORK.

No matter where you are in your career, the importance of having trusted individuals you can count on for sound guidance cannot be overstated. This includes people both within your company as well as outside of it. Investing in a strong network is even more useful for women who work in fields where their gender has historically been underrepresented—which makes organizations like CREW Network so essential. After all, who will understand your career journey better than people with similar experiences?

I hope you find meaning in these lessons from Link Logistics' first five years. Building this firm has been an exciting ride so far, and we are still just beginning. Here's to the next five years of growth and helping our customers succeed—and learning along the way. ■