

2024

ANNUAL REPORT



CREW
NETWORK 



President's Message

Fellow CREW Network members and partners,

On behalf of our global board, executive committee, and volunteer leaders, I am proud to share CREW Network's 2024 accomplishments and highlights in the pages of this report. It was a year of unprecedented growth and engagement for our global organization and members. In 2024:

- We welcomed six new CREW Network chapters and one global affiliate, expanding our presence to 85+ markets in 13 countries
- CREW Network global membership grew to nearly 15,000
- In-person events participation reached an all-time high, with more than 3,000 attendees engaging in the Convention, leadership summits, and Emerging Leaders Retreat
- Chapter leaders from across the globe attended the President-Elect Training to learn best practices for effective leadership—at no cost to the chapters
- CREW Network launched the highly anticipated industry research paper, *Leveraging AI as a Business Advantage*

I would like to express my gratitude to our membership, CREW Network staff, board of directors, chapter leaders, and industry partners for their dedication and support. Together, we continue to move the needle in accelerating success for all women in the global commercial real estate industry.

With gratitude,

Karen Whitt

2024 CREW Network President

President, Real Estate Management Services | Colliers
CREW DC

CREW NETWORK

2024 Board of Directors



Front row L-R: Cindy MacMillan, Wendy Mann, Karen Whitt, Alyssa Dangler
Back row L-R: Sarah Mancuso, Marsha Womack, Elena Cutshall, Barbara Oddo, Marie McLucas, Camille Renshaw, Leslie Teskey

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President, Real Estate
Management Services
Colliers
CREW DC

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Regional Leasing Lead
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CREW Silicon Valley

Barbara Oddo

Director and Regional
General Manager
Tishman Speyer
CREW Boston

Leslie Teskey

Managing Principal
Cresa
IndyCREW



15 countries

14,000+
total members

4,000+
new members

6 new chapters

CREW Memphis
CREW Mexico City
CREW Northwest Arkansas
CREW Rochester
CREW Sarasota/Manatee
CREW UK

Global participation in CREW Network
events, programs, and webinars

2,800+
attendees

8,000+ attendees

56 Virtual and In-Person Events

1,458 Convention attendees

3 Leadership Summits **1,172**
registered

41,000 users of
CREWBIZ  **29%**
increase

234,000 visitors
came to the CREW Network website

1.2 million page views

 CREW Network app

8,010  **48%**
DOWNLOADS increase

39,000+ social media
followers/subscribers

WINTER LEADERSHIP SUMMIT

Leadership and Connection Take Flight

Networking is at the heart of every CREW Network event, and the Winter Leadership Summit in Fort Worth, Texas, was no exception. On Feb. 8-9, more than 350 members came together for an inspiring week of leadership training led by Merrick Rosenberg, CEO of Take Flight Learning, and engaging sessions led by CREW leaders and staff, designed to help chapter leaders navigate the complexities of running a chapter.

In Merrick Rosenberg's sessions, his concept of "Chameleon Leadership" empowered current and future leaders to adapt flexibly to the needs of their teams. Building on the foundation set at the previous year's Winter Leadership Summit where he introduced



the four personality styles—Eagles, Parrots, Doves, and Owls—Merrick expanded on how these traits connect to essential leadership skills. Since the most successful leaders are also the most adaptable, Chameleon Leadership provides managers with the tools to adjust their approach to effectively support and guide their teams.

Chapter leaders also gained valuable insights on onboarding new members, engaging volunteers, creating effective mentoring programs, and hosting successful events. Between sessions, attendees took advantage of plentiful networking opportunities and enjoyed a walking tour of downtown Fort Worth, exploring its iconic landmarks and architectural gems.



Inspiring Inclusion on International Women's Day

On International Women's Day 2024, CREW Network hosted an inspiring event featuring Jos Dirx, a globally recognized speaker, author, and advocate for diversity, equity, and inclusion. Known for her dynamic approach to leadership and innovation, Jos emphasized that diversity surpasses ability, highlighting the critical role of belonging and inclusion in building strong, high-performing teams.

Attendees gained actionable strategies to foster more equitable workplaces within the commercial real estate industry. Jos' insights challenged traditional perspectives, encouraging leaders to embrace new ways of thinking about diversity and leadership. The event reinforced CREW Network's commitment to advancing women globally and fostering impactful DEI initiatives, leaving participants empowered to drive meaningful change within their organizations and the industry.



GLOBAL EXPANSION

CREW Network Expands its Global Industry Presence

In 2024, CREW Network actively participated in industry events including the NMHC Annual Meeting in San Diego, California, ICSC in Las Vegas, Nevada, and MIPI in Cannes, France, reinforcing its brand presence and commitment to accelerating success for all women in the global commercial real estate industry.

In addition, CREW Network hosted a networking event at DLA Piper in Dublin, Ireland, welcoming more than 55 commercial real estate professionals. The event featured insights from industry leaders, including Kate English, Director and Head of Real Estate Research at Deloitte, and Maura Dineen, Partner at DLA Piper.

These high-profile gatherings provided CREW members with valuable opportunities to engage with industry leaders, showcase their expertise, and expand their professional networks. Through panel discussions, networking receptions, and strategic collaborations, CREW Network continued to elevate its mission on an international stage, ensuring that women have a strong voice in shaping the future of the industry.



We are building connectivity and creating a bond that will strengthen women and their place in the commercial property industry.



SPRING LEADERSHIP SUMMIT

Mastering Successful Communication

The 2024 Spring Leadership Summit in Charlotte, North Carolina, a city known for its booming real estate market and vibrant cultural scene, brought together commercial real estate professionals for a powerful combination of leadership development and networking opportunities. Key sessions focused on navigating challenging conversations and providing chapter leaders with tools, tactics, and strategies for successfully leading their chapters.

The summit featured Maria Moss, Personal Development Coach at Crucial Learning, who emphasized the importance of effective communication in leadership. Amy K. Hutchens, Founder and Intelligence Activist of AmyK International, Inc., shared strategies for initiating and navigating successful conversations to unlock individual and organizational success.

As the summit concluded, attendees left inspired and equipped with new tools to drive leadership excellence and created lasting connections within the commercial real estate community.

Empowering the Next Generation of CRE Women

The 2024 Emerging Leaders Retreat brought together more than 100 young professionals for a three-day learning experience in Phoenix, Arizona. Women aged 35 and under engaged in interactive training to advance their skills and leadership potential, and build their network of industry peers..

Event programming centered on personal growth with a focus on assessment-based leadership development. Attendees explored their leadership styles through DISC and Emotional Intelligence



assessments, instructional workshops, and group discussions. Speakers included:

- Joan Fletcher, MAIS, PCC - President Winning Ways, Inc.
- Merrick Rosenberg - CEO, Take Flight Learning
- Stacey McKibbin - CEO, Consilio

The 2024 retreat was the last of its kind as CREW Network prepares to launch a new leadership development program in 2026. While the retreat is ending, the valuable connections will continue to inspire the next generation of industry leaders.

96% of participants would recommend or highly recommend the program to a friend or colleague

97% of participants said their experience was "Valuable or Extremely Valuable"



New Councils Launched to Enhance Member Collaboration

In 2024, CREW Network expanded its industry councils by introducing three new groups—the Construction Council, Hospitality and Leisure Council, and Office Council—while also growing membership in its existing councils.

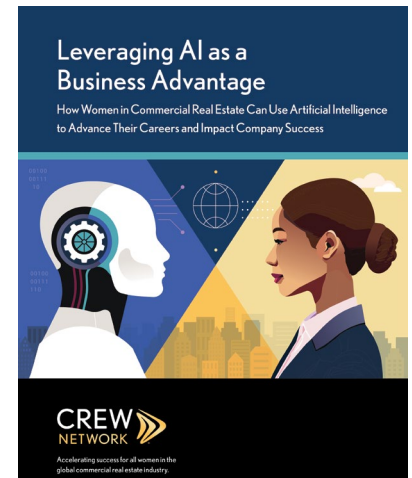
These councils provided a dynamic platform for CREW members to connect globally, facilitating business opportunities, knowledge sharing, experience exchange, and meaningful relationship building. Council members gathered in Dallas, Texas, for an in-person meeting featuring keynote speaker Christine Cooper, Chief U.S. Economist and Managing Director at CoStar Group, followed by focused breakout discussions within their respective councils.

The addition of new councils reflected the evolving needs of CREW Network's membership, creating dedicated spaces for collaboration within sectors. As the organization continues to grow, these councils will remain instrumental in fostering leadership, expanding networks, and keeping members engaged with the latest trends and developments in commercial real estate globally.

INDUSTRY RESEARCH

Leveraging AI as a Business Advantage

In 2024, CREW Network released its latest research paper, "Leveraging AI as a Business Advantage in Commercial Real Estate (CRE)," providing a comprehensive look at the impact of artificial intelligence on the industry and its workforce. Based on insights from over 1,000 CRE professionals, the publication examined AI adoption, challenges, and opportunities, with a focus on empowering women professionals in this rapidly evolving landscape.



Key Findings:

- **AI Knowledge Gap:** 52% of CRE professionals reported knowing very little or nothing about AI, while 46% had a basic understanding.
- **Industry Adoption:** 83% of professionals indicated that their companies have achieved efficiencies through AI implementation.
- **Opportunities and Challenges:** AI is transforming decision-making and operations, but integration hurdles and workforce adaptation remain key challenges.
- **Gender Disparities in AI:** The research outlined biases in AI applications and identifies upskilling opportunities to help women advance in AI-driven workplaces.

As AI continues to reshape the CRE industry, CREW Network is committed to ensuring that women have the knowledge, resources, and opportunities to thrive in this new era of innovation. This research serves as a catalyst for industry leaders to embrace AI responsibly while fostering a more inclusive and equitable future.

**52% of CRE professionals know
very little or nothing about AI**

46% have a basic understanding



CREW Network Brings 1,400 CRE Leaders to Vancouver

The 2024 CREW Network Convention took place in Vancouver, with 1,400 commercial real estate leaders from around the world engaging in educational sessions, networking, and opportunities for professional development and business growth.

The event offered valuable opportunities for global learning and collaboration, and a variety of sessions exploring international trends and challenges, including technology, sustainability, and evolving business strategies. There was an inspiring lineup of speakers who brought diverse perspectives and expertise to the event.

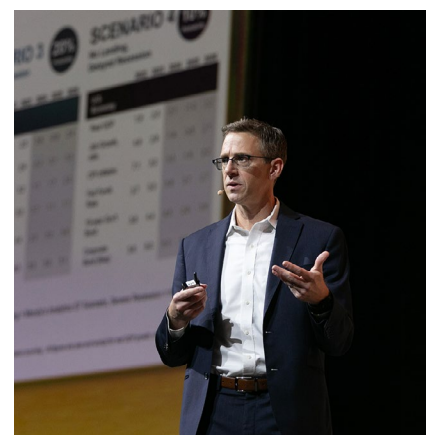
Speakers included:

- **Melissa Villaseñor** - Comedian, Actor, Musician
- **Chantal Petitclerc** - Paralympic Champion, World Record Holder
- **Phil Stone** - Managing Director, Head of Canada Research at BentallGreenOak (BGO)
- **Kevin Thorpe** - Chief Economist, Head of Global Research at Cushman & Wakefield
- **Cindy Clare** - Chief Operating Officer at Bell Partners
- **Lorna Nimmons** - Partner at KPMG Canada
- **Yao Morin** - Chief Technology Officer at JLL
- **Rosemarie Rossetti** - CEO and Co-Founder at Rossetti Enterprises LLC
- **Salumeh Companieh** - Chief Digital & Information Officer at Cushman & Wakefield
- **Joelle Tomlinson** - Community Reporter at Global New



90% of attendees made new business connections at the Convention

96% of attendees said that participating in the Convention benefited their business and careers



FALL LEADERSHIP SUMMIT

Attendees Lead with Confidence

The 2024 Fall Leadership Summit in Vancouver, Canada was an unforgettable opportunity for more than 300 CREW leaders to come together and advance their leadership skills. The event focused on preparing attendees with the tools to lead with confidence and manage their chapters effectively.

Participants engaged in insightful sessions and discussions on key leadership topics, including strategic growth, fundraising, and empowering others. Featured speaker Jennifer “Gabby” Campbell, U.S. Navy Carrier Aviator, shared her expertise on leading under pressure and achieving success through strong leadership practices.

Chapter presidents shared valuable lessons from their own experiences for attendees to take back to their chapters. The Summit left participants ready to continue success within their organizations and their CREW community.



Building Stronger Leaders at Final Leadership Certificate

The 2024 Leadership Certificate program was a transformative learning experience, featuring expert-led workshops on leadership, advanced negotiations, and positive leadership. Instructors from prestigious institutions like Yale, MIT, and Harvard helped participants build critical skills for navigating the evolving commercial real estate landscape.

As we look to the future, CREW Network will be launching a new leadership development program in 2026. This initiative will offer a fresh approach to leadership development, incorporating both in-person and virtual formats. It will focus on adult learning principles, including personalized

assessments, achievement benchmarks, and a balance of synchronous and asynchronous learning opportunities to cater to a diverse range of needs and career stages.

The Leadership Certificate Program will be offered one final time in 2025 with its current format before the new program is introduced in 2026.

Empowering Women to Own Their Worth

CREW Network hosted a two-part webinar series with Claire Wasserman, founder of *Ladies Get Paid* that empowered women to advocate for themselves in the workplace. Wasserman shared her expert insights on overcoming internal roadblocks like imposter syndrome and negotiating with confidence to secure the career and compensation deserved. CREW Network is proud to have hosted this empowering event, offering a platform for women in commercial real estate to achieve their professional goals and secure the success they deserve.



CREW Network Expands with Six New Chapters

CREW Network added six new chapters in 2024, expanding its global reach and strengthening its mission to support women in commercial real estate. These new chapters—CREW Mexico City, CREW Sarasota/Manatee, CREW Memphis, CREW Northwest Arkansas, CREW Rochester, and CREW UK—offer new opportunities for networking, education, and leadership.

- **CREW Mexico City** is the first CREW chapter in Mexico, rapidly growing since its formation in 2022. This chapter supports networking and collaboration among women in Mexico's real estate market.
- **CREW Sarasota/Manatee** fills a need in the Sarasota/Manatee region. With over 50 new members, this chapter brings together key commercial real estate professionals to support women in the industry.
- **CREW Memphis** launched in 2024 to empower women in Memphis's commercial real estate community through mentorship and professional development.
- **CREW Northwest Arkansas** serves the rapidly growing region by providing networking and

leadership opportunities for women in commercial real estate.

- **CREW Rochester** is the first CREW chapter in New York outside of New York City, offering career development and visibility for women in western and central New York.
- **CREW UK** transitioned from a global affiliate to a full chapter. CREW UK is focused on advancing diversity and inclusion in the UK real estate market while supporting women's growth in the industry.



NEW IN 2024

CREW Network Launches On-Demand Webinar Series

Professional development has never been easier with the introduction of our on-demand virtual programs. Launched in October 2024, these sessions provide commercial real estate professionals with flexible learning opportunities, allowing them to gain industry insights and enhance their skills at their own pace and convenience.

With a wide range of topics available, members can engage in content whenever it fits into their schedules. CREW Network members also receive an exclusive discount, making it even easier to continue their professional growth anywhere, anytime.

Honoring the Achievements of Women in CRE

CREW Network is proud to honor the outstanding achievements of our members and their impact on the industry. Through our annual recognition programs, including Distinguished Leaders, Impact Awards, and the CREW Catalyst Award, CREW Network continues to provide a platform to honor exceptional industry professionals.

Distinguished Leaders

Cindy Clare

Chief Operations Officer | Bell Partners

Clare has nearly 40 years of experience in the multifamily sector, and oversees the management of approximately 82,000 apartment homes across the U.S. Her leadership has earned her accolades from the Washington Business Journal and Multifamily Executive, and she has made significant contributions through her leadership roles in various industry organizations.

Yao Morin, Ph.D.

Chief Technology Officer | JLL

Morin leads JLL's global technology strategy and oversees more than 1,000 team members in the centralized engineering group. She joined JLL in 2020 as Chief Data Officer, previously serving in a similar role at StubHub, and Head of Data Science at Intuit. Additionally, she holds several patents for her work related to user experience, data analytics and management, machine learning, and more.

Lorna Nimmons

Audit Partner | KPMG Canada

Nimmons provides skilled and practical guidance as an advisor to major real estate developers, property managers, and hotel and resort operators, with nearly 30 years of experience in the global audit and business advisory. As a founding member of CREW Vancouver, and founding chair of her organization's Women's Leadership Council, she has demonstrated a profound commitment to advancing women into leadership positions and driving progress on gender equality.



Cindy Clare



Yao Morin



Lorna Nimmons





Laurie Baker

Circle of Excellence

The CREW Network Circle of Excellence award recognizes individuals and companies who consistently deliver excellence, and whose efforts advance the CRE industry and show support for our mission.

The 2024 Circle of Excellence honoree is **Laurie Baker**, Chief Operating Officer of Camden and the highest-ranking female executive in the company's history. During her 25+ years at Camden, she has driven diversity, equity and inclusion (DEI) governance and expanded involvement beyond executive titles. Baker is a Past President of both CREW Network and CREW Houston, and is a dedicated mentor, a CREW Visionary, and a champion for women in the industry.

CREW Catalyst Award

The CREW Catalyst Award honors industry leaders who are committed to diversity, equity, and inclusion in commercial real estate. This industry-wide award recognizes a senior-level executive who has consistently demonstrated a commitment to advancing women, serving as a catalyst for change in their company and throughout the industry. The 2024 CREW Catalyst honorees were:

Jared Green

Vice President, Geotechnical Engineer & Chief Diversity Officer | Langan

Green leads the Geotechnical and Geo-Structural Groups in Langan's Philadelphia office. As a founding member and current chair of Langan's DEI Committee, he has been instrumental in transforming the company's culture. Green has played an integral role in many of Langan's DEI-focused efforts, including the expansion of the firm's employee resource groups and the development of its NACME Corporate Scholarship, which promotes equity and diversity in higher education.



Jared Green

Sandra Marks

Senior Vice President | Clayco

In response to the societal shifts following George Floyd's murder, Marks co-created The Clayco Foundation Juneteenth Fund, which has raised over \$716,000 since 2020 to support organizations focused on Black equality and justice. Under her leadership, the fund has distributed grants to 19 community-based nonprofits in St. Louis and Chicago. As a presenter, Marks addresses the challenges faced by women and people of color in commercial real estate and advocates for industry-wide efforts to dismantle these barriers.



Sandra Marks

Impact Awards

The CREW Network Impact Awards recognize member achievements considered exceptional. The industry-wide awards were presented in five categories, listed below with the 2024 honorees:



Career Advancement for Women

Miriam Brodie

Vice President/Senior Associate, National Private Clients, Kimley Horn | CREW DC

Brodie is a dedicated advocate for women in commercial real estate, using her influence to mentor, connect, and uplift others. She has been instrumental in helping women advance, from recruiting senior-level professionals to spearheading mentorship programs at Kimley-Horn and in CREW DC. Her leadership has not only shaped individual careers but also inspired broader initiatives, such as the CREW DC's mentorship program and the Leading with Learning program focused on DEI.



Entrepreneurial Spirit

Frida Enriquez

Founder, INTERIZA | CREW Mexico City

Enriquez entered the predominately male construction industry in Mexico by founding INTERIZA, a general contracting firm that prioritizes hiring and empowering women. In just two years, she and her partners have doubled the company's revenue, established a strong market presence, and built a reputation for professionalism, quality execution, and transparency, all while creating jobs for women. Her commitment to empowering women is reflected in her workforce, where women make up more than half of the team.



Economic and Community Improvement

Sheila Traficante

Senior Vice President, Atlantic Union Bank | CREW Coastal Virginia

Traficante played a crucial role in financing the groundbreaking mixed-use Atlantic Park project in Virginia Beach. As the lead lender, she expertly negotiated and managed a complex syndicated loan among three banks, overcoming significant budget and timeline challenges. Her expertise and dedication were instrumental in bringing this \$335 million-dollar mixed-use development to life, which is expected to generate significant economic benefits for the region.



Member-to-Member

Brittany Block

Associate Vice President, Colliers | CREW Calgary

Block led a collaborative effort involving several CREW Calgary members to secure a lease agreement for Building B4 at Currie Business Park, a deal that generated over \$11 million in rental income for Canada Lands Company. The transaction, completed in partnership with Alberta Classical Academy, revitalized a historic landmark and contributed to the local economy by supporting the expansion of public charter schools.



ESG Trailblazer **Rachel Schiffman**

Shareholder, Hirschler Fleischer | CREW DC

As the ESG leader for Americas Asset Services at Cushman & Wakefield, Schiffman leads a team of 16 individuals on holistic ESG consulting and project management solutions including building certifications, asset optimization, advisory, and reporting. This team has achieved 40% revenue growth in the last two years, and this includes 60 million square feet of energy star certifications, 53 million square feet of sustainability certifications, and 11 million square feet analyzed for energy and carbon reductions.



Rising Star **Jennifer Scher**

Vice President, Co-Owner, In-House Counsel, SSG Commercial LLC | CREW Tampa Bay

Scher joined CREW Tampa Bay in 2019 and quickly became an active member, contributing both locally and to CREW Network. She is a member of the Retail Council and in 2024 served on the Scholarship Selection Committee and as a CREW Network delegate. She is also a regular participant in Leadership Summits and Convention and in 2023 completed the Leadership Certificate Program.



Recognizing extraordinary leadership and success in commercial real estate

Financial Summary

REVENUE

Membership Dues.....	\$ 2,878,149	35%
Sponsorship.....	1,653,500	20%
Convention Fees	1,562,352	19%
Leadership Summit Fees	279,120	3%
Other Education Fees.....	379,024	5%
Contract Administrative Services	1,105,596	13%
Other Grant Revenue	193,825	2%
Investment & Miscellaneous Income* ...	268,296	3%
	\$ 8,319,862	100%

Total revenue before unrealized gain	8,319,862
Unrealized gain on investments	602,732

Total Revenue **\$ 8,922,594**

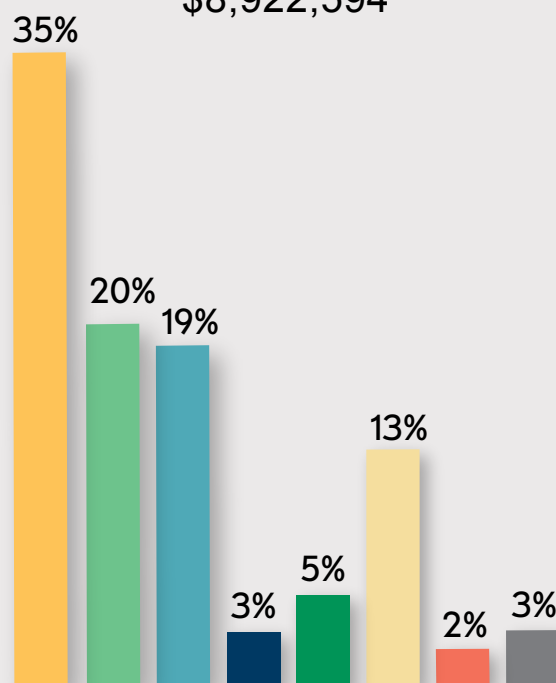
**does not include \$602,732 of unrealized gains on investments*

EXPENSES

Member/Chapter Services.....	2,558,470	29%
Sponsorship	112,774	1%
Convention.....	\$ 1,389,678	16%
Leadership Summit Meetings	687,781	8%
Other Education Programs.....	752,966	8%
Contract Administrative Services	958,889	11%
Governance.....	375,854	4%
Management & General Administration.....	2,082,684	23%
	\$ 8,919,096	100%

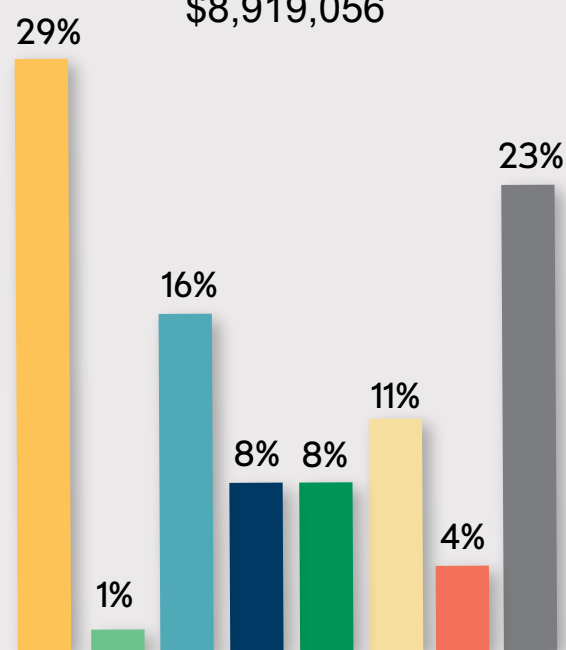
Total Revenues

\$8,922,594



Total Expenses

\$8,919,056



Thank You to our 2024 Partners

PROGRAM AND PREMIER LEAD PARTNERS

CAREER OUTREACH



GLOBAL AGENDA



INDUSTRY RESEARCH



LEADERSHIP DEVELOPMENT



TECHNOLOGY & DATA



PRESIDENTIAL



PREMIER LEAD



PLATINUM



Thank You to our 2024 Partners

GOLD



SILVER



BRONZE

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Artemis Bow Real Estate
Concord Pacific
First OnSite
Ledcor
Locke Lord

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PPM
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Seyfarth Shaw
SRS Real Estate Partners
Stewart (NYSE-STC)
Ware Malcomb

CHAPTER LEADERSHIP CIRCLE PARTNERS

SILVER



BRONZE



PATRON



CONTRIBUTOR

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CREW-St. Louis
CREW San Francisco

FRIEND

CREW Vancouver

Find your CREW,
find your business advantage



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