



TAKE EPIC CHANCES.

CREW
NETWORK 

ANNUAL REPORT

2025



President's Message

Dear CREW Network members and supporters,

I am proud to share CREW Network's 2025 accomplishments and highlights in the pages of this report. Thank you to our board, volunteer leaders and staff for leading our global organization through a year of both transition and extraordinary achievement. The only certainty this year was uncertainty—and we navigated it together with resiliency, optimism, and a reaffirmed commitment to our mission and purpose. In 2025:

- Alison Beddard, an accomplished commercial real estate executive with 20 years of industry experience and a CREW Network Past President, was named CREW Network and Foundation CEO
- CREW Network launched its fifth benchmark study in partnership with the MIT Center for Real Estate, capturing 20 years of critical industry-wide data and key workplace trends in commercial real estate
- We welcomed CREW Ottawa as the 86th chapter of CREW Network
- We hosted a highly anticipated CREW Network Convention in Austin, Texas, featuring inspiring keynotes by Chely Wright and Jacinda Ardern

I would like to express my gratitude to our membership, chapter leaders, and industry partners for their dedication and support through this pivotal year. Without you, our mission would feel impossible, but together, we remain steadfast in accelerating success for all women in the global commercial real estate industry.

With gratitude,

A handwritten signature in black ink, appearing to read "Cindy MacMillan". The signature is fluid and cursive, with a large, sweeping initial "C".

Cindy MacMillan

2025 CREW Network President

CREW Vancouver

CREW NETWORK

2025 Board of Directors



Front row L-R: Karen Whitt, Cindy MacMillan, Leslie Teskey
 Back row L-R: Marsha Womack, Camille Renshaw, Stacey Kamps, Sara Terry, Cindy Campbell, Sarah Mancuso, Marie McLucas

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 Founder & CEO
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 CREW Vancouver

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Alison Beddard
 CEO | CREW Network
 and CREW Network
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Marie McLucas
 CFO
 Primax Properties, LLC
 CREW Charlotte

Sara Terry
 Chief Marketing Officer
 and Managing Broker,
 Pacific Elm Properties
 CREW Dallas



The Rt. Hon. Dame Jacinda Ardern

Connection at Convention

The [2025 CREW Network Convention](#) welcomed more than 1,400 commercial real estate professionals from around the world to Austin, Texas, for three days of business networking and industry education. Participants engaged in more than 30 sessions covering technology, sector-specific topics, industry trends, and leadership.

Participants also had the opportunity to explore Austin's most innovative real estate projects. More than anything, the convention brought people together to learn, connect, and advance their careers.

Featured speakers included:

- **Chely Wright** - Senior Vice President, Corporate Social Responsibility and New Market Growth for North America, ISS
- **Hessam Nadji** - CEO, Marcus & Millichap
- **The Rt. Hon. Dame Jacinda Ardern** - Former Prime Minister of New Zealand



Chely Wright



Hessam Nadji



Leadership Summits Set the Foundation for Success

2025 Winter Leadership Summit

CREW Network's programming year began in sunny Jacksonville, Florida, where more than 400 leaders gathered with the shared goals of strengthening CREW and expanding their leadership skills. Throughout the summit, participants took part in professional development workshops, networking sessions, and training designed for chapter success. Learning outcomes focused on leadership development, industry trends, and strategies leaders can use both in their careers and within their local chapters.

The summit offered meaningful opportunities for members to learn from one another and build a stronger CREW Network community.



CREW Network Officially Welcomes its Ottawa Chapter

At the Winter Leadership Summit, CREW Network also expanded its global presence with the [addition of a new chapter in Ottawa](#). Delegates representing CREW Network chapters unanimously voted to add CREW Ottawa on February 7, establishing the organization in Canada's capital city.

"The founding vision was to foster a community that supports the advancement of women in the field, providing access to networking opportunities, professional development, and mentorship," CREW Ottawa's board said in a collective statement. "CREW Ottawa was born out of a shared commitment to empower women and strengthen the local real estate industry by leveraging the global reach and resources of CREW Network."



(l-r) CREW Network President Cindy MacMillan (CREW Vancouver) with CREW Ottawa President Sarah Crouch



2025 Spring Leadership Summit

In June, CREW Network held its Spring Leadership Summit in Portland, Oregon. Over two days, participants engaged in professional development sessions, chapter leader training, and networking events. Presenters shared strategies for building confidence, leading teams, and supporting underrepresented groups in the industry, inspiring each other to take action to elevate their careers and chapters.

Speakers included:

- **Rosalind Wiseman** - Senior Leadership Consultant, U.S. State Department Office
- **Jeannine K. Brown** - CEO, Everyday Lead
- **Scott Oser** - CEO, Scott Oser Associates

2025 Fall Leadership Summit

Just prior to the Convention in Austin, Texas, CREW Network members gathered at the 2025 Fall Leadership Summit to learn, grow, and connect. Participants engaged in sessions on team leadership, change management, and volunteer onboarding. The summit provided a platform for members and chapter leaders to share ideas, exchange best practices, and expand connections ahead of the new year. Speakers included Alana M. Hill, CEO, Principal Consultant, 2Hill Consulting Services, LLC.



Jeannine K. Brown



Scott Oser



Rosalind Wiseman



Alana Hill



CREW Network Commemorates International Women's Day



To celebrate International Women's Day, CREW Network hosted a global virtual event featuring Debra Searle, a professional adventurer and entrepreneur who also completed a solo row across the Atlantic Ocean.

Searle shared stories from her remarkable journey, describing the obstacles she faced and the strategies she used to stay motivated. She emphasized the importance of resilience, confidence, and perseverance, showing how these qualities can be applied in both professional and personal life. Searle's story encouraged attendees to celebrate their own accomplishments and face future opportunities with confidence and determination.

Pride Month and Beyond: Celebrating LGBTQIA+ Voices in CREW

CREW Network celebrated Pride Month in June with member spotlights featuring voices from across our community. LGBTQIA+ members shared what Pride means to them in their lives, careers, and in the commercial real estate industry.

The campaign highlighted personal stories from members across our multiple chapters and markets. This effort supported CREW Network's commitment to creating an environment where all members feel seen, valued, and supported.





A New Chapter in CREW Network Leadership

An exciting new era began on July 28, 2025, when Alison Beddard was [appointed Chief Executive Officer of CREW Network and CREW Network Foundation](#). Beddard came to CREW Network after two decades with Cushman & Wakefield, serving most recently as the Managing Principal for the firm’s Washington and Oregon markets.

She joined CREW in 2008 and has served in many board, leadership, and committee positions locally with CREW Utah and globally with CREW Network. She was appointed President of CREW Network in 2017 and became a CREW Network Foundation Visionary in 2018.

“Alison brings an extraordinary combination of executive-level industry expertise, successful leadership within CREW, and an unwavering commitment to advancing women in commercial real estate,” said Cindy MacMillan, 2025 CREW Network President. “As CREW continues to grow, our platform is expanding and evolving to meet members’ needs both locally and globally. Our vision for the future demands bold leadership—and we know Alison is the right leader to take CREW into the future.”

The CEO Search Committee was led by Alyssa Dangler, CREW Network Past President, and comprised of current and former CREW Network Presidents and Directors, including MacMillan. Global search firm Korn Ferry was retained to conduct the search.



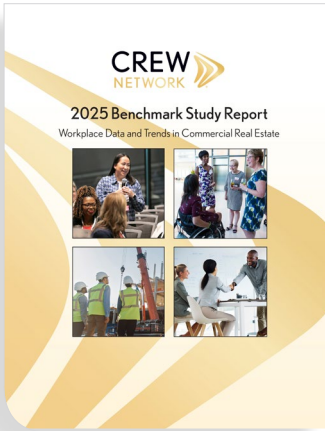
New CREW Council Connects CRE Founders

CREW Network launched the Founders Council in 2025, a new group for members who have started and led their own commercial real estate businesses. The council connects founders across different regions and specialties, providing a space to share ideas, experiences, and best practices.

The Founders Council creates a supportive environment where founders can advance their businesses together. Members discuss topics like business planning, growth strategies, and leadership, gaining practical tips they can apply in their own companies to grow their businesses. The Founders Council is one of [16 CREW Councils](#) currently offered for members.



CREW Network Partners with the MIT Center for Real Estate to Launch 2025 Benchmark Study



In 2025, CREW Network partnered with the MIT Center for Real Estate to [release its fifth benchmark study](#), measuring progress for women over the last two decades, capturing critical industry-wide data and key workplace trends in commercial real estate.

The study engaged 2,450 professionals across the globe, with a focus on Canada and the

United States. Participants were asked questions about their careers, compensation, and workplace experiences.

The study found that collective efforts to achieve parity in the industry are far from complete—in fact, little progress has been made in the 20 years. Key findings:

- Consistent with the last four studies, the 2025 study found the following gender pay gaps, which have decreased since 2020:
 - Women make 4% less than men in base salaries
 - Women make 13% less in overall compensation packages, including base salary, commission, bonuses and profit-sharing
 - Women make 35% less in compensation from commission, bonuses, and profit-sharing.
- Women comprise 38% of the commercial real estate industry overall. This percentage has remained almost constant over the last 20 years. For the fourth straight study, women hold approximately 9% of C-suite positions.
- For the first time in the history of the study, women reported that gender discrimination in the workplace is their primary obstacle to career advancement. Gender discrimination has emerged as a greater barrier with each study.
- For the fourth straight study, women listed having an internal senior executive mentor as their top contributing factor to future success.

- 30% of men and women aspire to the C-suite. This is a significant decline from past years; in 2015 and 2020, 40% and 43%, respectively, of male respondents aspired to C-suite jobs. The number of women aspiring to the C-suite dipped slightly, from 32% in 2020 to 30% in 2025.
- The data also reflects a stagnation in the career ambitions of the youngest female respondents. Only 31% of women under 40 now report aspiring to a C-suite position, compared to 36% in the 2020 study. Their desire for jobs such as senior vice president or partner remained steady.
- Women are far more likely than men to report that their career or compensation has been negatively affected by their family status—27% of women compared to only 10% of men. These numbers have increased since our 2020 study, when only 21% of women said their career or compensation had been adversely affected by family status.
- CRE professionals spend 56% of their time in the office. On average, they work 46 hours per week—26 hours in the office, 15 hours remotely, and 5 hours in the field. Women are working remotely 2.5 hours more per week than men.
- Only 23% of respondents reported that 25% or more of the professionals in their workplace are racial-ethnic minorities. However, this is a positive increase from 16% in 2020.

CREW Network is the leading producer of research on gender and diversity, equity, and inclusion in commercial real estate. The benchmark study was made possible by support from CREW Network Foundation and contributing underwriters ICSC, MBA, and NAIOP.





Networking with Industry Partners Around the Globe

CREW Network continues to expand its reach and create meaningful connections for women in commercial real estate around the globe. The organization was well represented at major industry conferences in 2025, including the NMHC Annual Meeting, RetCon, MIPIM, the Real Estate Roundtable, and ICSC Las Vegas, providing opportunities to share the CREW Network mission and foster connections for members and non-members alike.

CREW Network hosted its third annual networking breakfast for global women in commercial real estate at MIPIM, a global urban real estate conference held annually in Cannes, France. Women from 11 countries attended the CREW Network breakfast, which featured opportunities for personal connections and business networking. In addition to the breakfast event and speaking engagements, CREW Network hosted a networking event for members and a cocktail reception for MIPIM attendees.

CREW Network also attended ICSC Las Vegas 2025 where members and industry professionals connected in the marketplaces and retail real estate sector. Members had valuable opportunities to meet clients, form new relationships, and grow their business.



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.

2025 Distinguished Leaders

Tonya Brandon

Chief Operations Officer, Global Real Estate | TIAA | CREW Charlotte

Tonya Brandon oversees and manages the operations and strategic initiatives of the company's real estate portfolio. Prior to joining TIAA, she held executive leadership assignments within the global occupier services sector at Cushman & Wakefield and CBRE. She holds her RPA certification, LEED with Specialty accreditation, and CCIM designation.

Sarah Madewell

Senior Vice President, Asset Management Group | Clarion Partners

Sarah Madewell is a Senior Vice President in the Asset Management Group at Clarion Partners. Based in the Dallas office, she serves as the Head of Industrial Property Management. She is a member of Clarion's ESG Committee and holds a Certified Property Manager designation through IREM. Madewell joined Clarion Partners in 2011 and has been a real estate professional for more than 30 years.

Kirsty Shearer

Operational Excellence Director and Founder | Agilité Solutions | CREW UK

Kirsty Shearer is the operational excellence director and founder for Agilité Solutions, a pan-European construction company helping organizations enter, relocate or expand throughout the continent. She is based in Luxembourg and provides liaison and delivery advice to retail, hospitality and office clients across Europe who are exploring new markets—with a particular focus on American brands looking to establish a base within the region.



Tonya Brandon



Sarah Madewell



Kirsty Shearer





Vicki Summerall

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 2025 Circle of Excellence honoree is Vicki Summerall, Senior Vice President of Business Development and Sales at Republic Title of Texas. She brings nearly 40 years of experience in commercial real estate, building lasting client relationships, leading major development and legal initiatives, and advancing professional education across the industry. Summerall has held numerous leadership roles within CREW, including President of CREW Dallas, service on the Global CREW Network Board, and most recently as CREW Network Foundation Immediate Past Chair, where she supported education opportunities for women in real estate. She is a CREW Visionary with seven diamonds and recognized with some of CREW Dallas' most distinguished awards.



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 2025 CREW Catalyst honorees were:

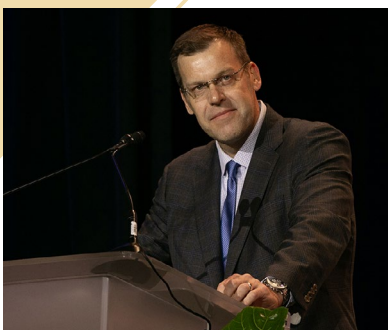


Patti Walsh

Patti Walsh

Director, National Professional Standards | Doane Grant Thornton LLP

Patti Walsh is a trailblazer whose vision, persistence, and advocacy have transformed both her firm and the commercial real estate industry. More than 14 years ago, she founded the Women at Grant Thornton initiative, tripling the number of female partners and helping women rise to more than 40% of leadership roles across the firm. As the first practicing partner at the firm to start a family while in the partner role, Patti broke barriers and drove change—championing parental leave, workplace flexibility, unconscious bias training, and diversity-focused hiring. Her leadership within Edmonton CREW continues to amplify opportunities for women in commercial real estate, fostering mentorship, inclusion, and lasting progress across the industry.



Scott Campagna

Scott R. Campagna

Vice President of Housing | IMEG Corp.

Scott R. Campagna is a national leader in engineering and housing whose vision and actions have advanced diversity, equity, and inclusion across commercial real estate. As former CEO of McVeigh & Mangum Engineering and now Vice President at IMEG, he has created employee resource groups for women and diverse professionals, established a dedicated women's network, and rewritten job descriptions to promote inclusivity. A longtime CREW champion, Scott has served on the Affordable Housing Council, the Industry Research Committee, and in leadership roles with CREW Charlotte. Through his mentorship and advocacy, he continues to build an environment where women are empowered to lead and inclusivity is embedded at every level of the industry.

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 2025 honorees:



Entrepreneurial Spirit

Holly Neber

Chief Resilience Officer, AEI Consultants | CREW East Bay

Holly Neber is a visionary leader who took on the enormous—and high-stakes—challenge of guiding nearly 200 members of ASTM International’s Task Group to develop a new standard for assessing physical risk and resilience in commercial real estate. She built a diverse team, managed the drafting process, navigated multiple rounds of balloting, and successfully achieved publication—an ambitious undertaking that carried significant risk to her professional reputation. A former CREW Network President in 2019, Holly’s leadership on this complex, consensus-driven project demonstrates her skill, courage, and impact on the industry.



Economic and Community Improvement

Andrea Gomes

Partner, Hinckley Allen | CREW CT

Andrea Gomes played a pivotal role in the complex and high-stakes development of a new substance use rehabilitation clinic in Harford, Connecticut. The project required navigating zoning changes, appealing a unilaterally imposed parking condition, securing approvals from the local historic preservation commission, and coordinating with multiple stakeholders. Through her strategic advocacy for policy changes, management of intricate land-use issues, and meticulous attention to accessibility compliance, Andrea helped create a facility that significantly expands access to lifesaving treatment, demonstrating exceptional leadership and impact on the community.



Member-to-Member

Catherine Heath

Managing Principal, Northeast Regional Workplace Practice Leaders, Perkins&Will | CREW DC

Jane Mahaffie

Owner, Mahaffie Consulting | CREW DC

Catherine and Jane, two members of CREW DC, led a remarkable multi-year, multi-chapter collaboration involving at least 19 CREW members from four chapters that brought a major office project from concept to completion. Their partnership began with a serendipitous meeting at a CREW golf tournament and grew into a joint venture to secure a competitive RFP win. They redesigned the building and its interiors, envisioned the amenity spaces, coordinated partners and consultants at every stage, and ultimately closed a 99-year ground lease with an anchor law firm in 2023. This achievement marked the largest private-sector lease in D.C. since 2019, the largest private-sector lease of 2023, and the first lease completed since the redevelopment plans were announced in 2020—demonstrating their vision, leadership, and ability to drive complex, high-impact projects to successful completion.





Career Advancement for Women

Tiffany English

Senior Director, Architecture, Qualcomm | CREW San Diego

Tiffany English is a transformative leader who has reshaped the commercial real estate landscape by creating pathways for women and diverse professionals to enter and thrive in the industry. As the first woman named regional principal at a global design firm and now overseeing global planning, design, engineering, and construction at her current company, she continues to break barriers and elevate others. A dedicated CREW member since 2002 and CREW Network President in 2021, Tiffany embodies the organization's mission to promote, educate, and support diverse industry professionals—mentoring and championing next-generation leaders across every organization she touches.



Sustainability Trailblazer

Lisa Baroldi

President and CEO, Building Owners and Managers Association of Edmonton and North (BOMA Edmonton and North) | Edmonton CREW

Lisa Baroldi, President & CEO of BOMA Edmonton and North, has advanced sustainability across environmental, social, and governance initiatives while driving meaningful social impact. She has championed programs like REET, introducing minority communities to careers in commercial real estate, co-founded a career pathway program for Indigenous Inclusion, and strengthened organizational practices around territorial acknowledgements, including hosting Elders and Indigenous speakers at events. Through her leadership, Lisa inspires others to think big, contribute to something greater than themselves, and create lasting, positive change in the industry.



Rising Star

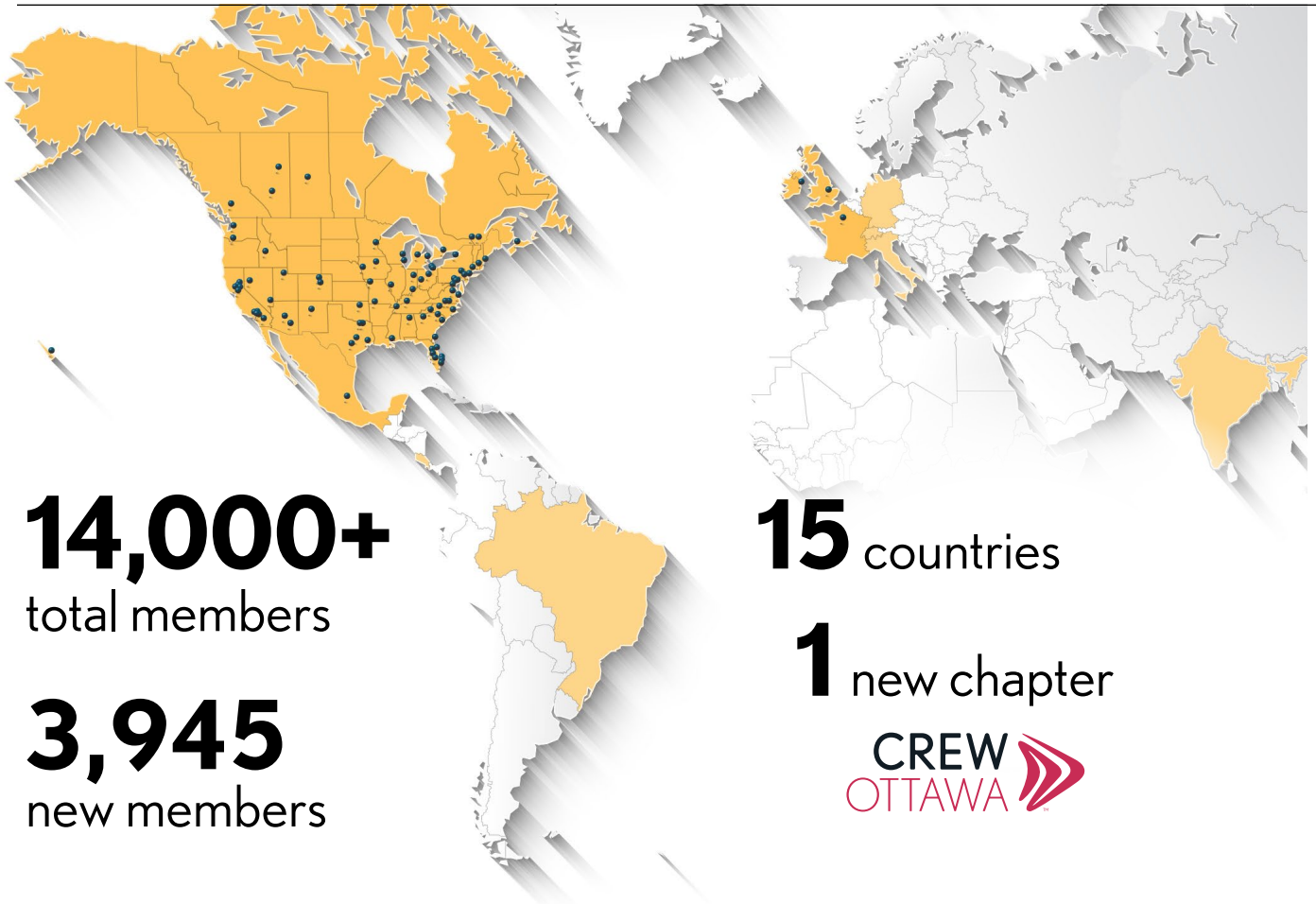
Natalie Breen

Director of Business Development, Cummings Properties | CREW Boston

Natalie Breen's connection to CREW Network began in 2013, when she attended her first convention as a first-generation college student and scholarship recipient. Inspired by that experience, she later served on the Member Education and Scholarship Selection Committees, giving back to the organization that shaped her early career. Today, Natalie leads a team of four, manages a portfolio of over 400 clients, and has personally closed more than \$30 million in sales—all while actively engaging with CREWbiz to seek advice, build confidence, and support others in commercial real estate. Her journey reflects a deep and ongoing commitment to CREW, mentorship, and the advancement of women in the industry.

Recognizing extraordinary leadership and success in commercial real estate

Year in Numbers



14,000+
total members

3,945
new members

15 countries

1 new chapter



9,000+ participants for
58 virtual and in-person programs

1,400 Convention attendees

3 Leadership Summits **1,000+**
participants

307,000 visitors
came to the CREW Network website

1.4 million page views

CREWBIZ 

17,500 community members

4,700 discussion posts

 CREW Network app
73,200 views

25,000 
LinkedIn followers

Financial Summary

CREW Network ended the fiscal year with an operating deficit of \$1 million on total expenses of \$10 million. The deficit was funded through organizational reserves, reflecting the financial strength and stability built over many years of prudent fiscal management. Several factors contributed to the deficit, including lower-than-anticipated partnership revenue, staffing transitions, and strategic investments in technology. While these factors impacted short-term financial performance, they were carefully evaluated within the context of the organization’s long-term goals and financial position.

REVENUE

Membership Dues.....	\$3,103,385	36%
Sponsorship.....	1,462,500	17%
Convention Fees	1,589,010	18%
Leadership Summit Fees	301,615	3%
Other Education Fees.....	423,926	5%
Contracted Administrative Services..	1,239,702	14%
Other Revenue	193,355	2%
Investment & Miscellaneous Income* ...	399,747	4%
	\$ 8,713,240	100%

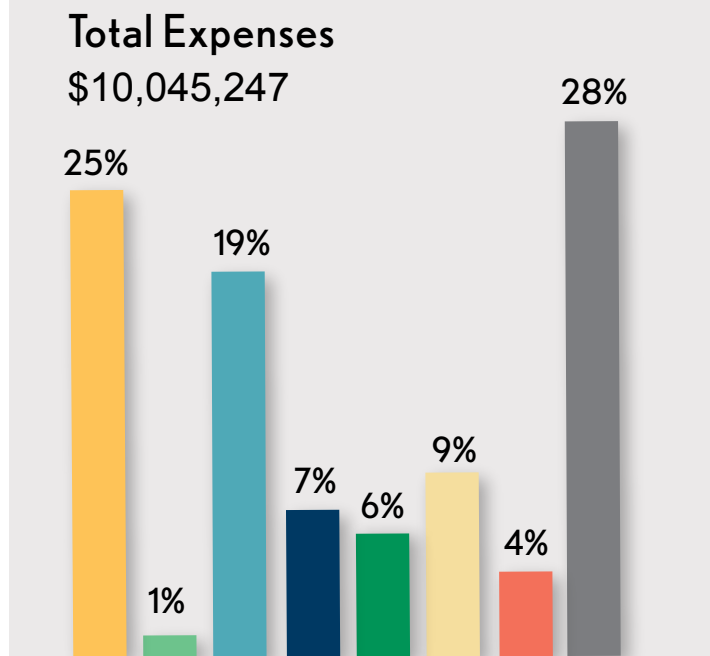
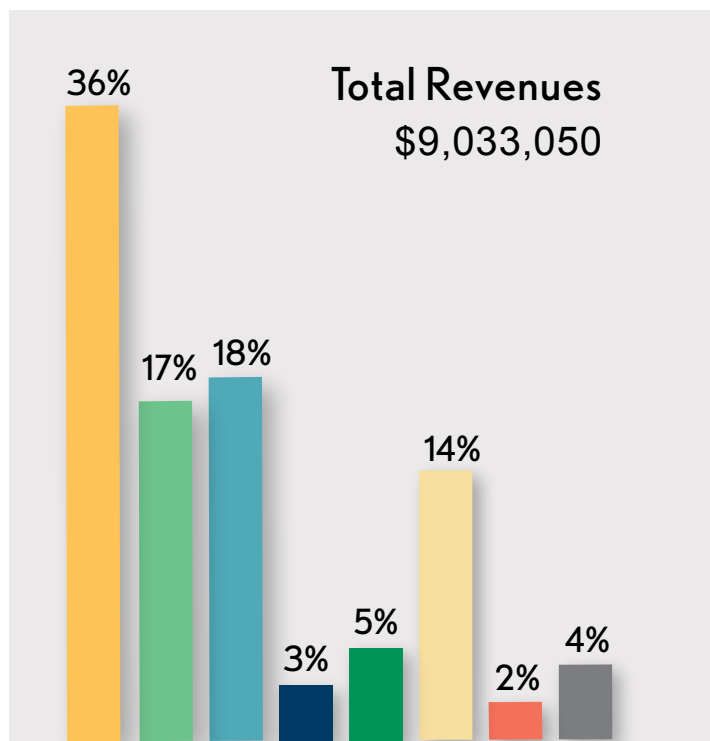
Total revenue before unrealized gain	8,713,240
Unrealized gain on investments	319,810

Total Revenue **\$ 9,033,050**

**does not include \$319,810 of unrealized gains on investments*

EXPENSES

Member/Chapter Services.....	\$2,490,661	25%
Sponsorship	114,267	1%
Convention.....	1,938,860	19%
Leadership Summit Meetings	736,137	7%
Other Education Programs.....	608,108	6%
Contracted Administrative Services....	914,800	9%
Governance.....	413,956	4%
Management & General Administration.....	2,828,452	28%
	\$ 10,045,247	100%



Thank You to our 2025 Partners

PROGRAM AND PREMIER LEAD PARTNERS

GLOBAL AGENDA



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PREMIER LEAD



PLATINUM



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Primax Properties, LLC

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TIAA

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CHAPTER LEADERSHIP CIRCLE PARTNERS

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CREW-St. Louis

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