

## Barbi Reuter

*Barbi Reuter is an independent Arizona broker and the former CEO of Cushman & Wakefield | PICOR Commercial Real Estate Services, Tucson's leading independent commercial real estate (CRE) services firm. Over her four-decade career with PICOR, she played a central role in growing the company into Southern Arizona's market leader in CRE sales, leasing, and property management.*

*Barbi's CREW journey began in 2003 as a founding member of CREW Tucson. Since then, she has been an active advocate for the chapter and its members, elected Tucson's President in 2013. Her involvement with CREW Network began as a delegate in 2006. She was an inaugural participant in CREW Network's C-Suite Mentoring program in 2011, an opportunity she credits with accelerating her career. Barbi served on CREW Network's board of directors in 2015 and 2016 and returned to lead the Global board in 2022 as president, championing the advancement of women in commercial real estate worldwide.*

*A respected industry leader and mentor, Barbi is deeply engaged in advancing both the profession and the communities she serves. She is current board chair for the YMCA of Southern Arizona. Barbi has been recognized with multiple industry and community honors, including "Woman of the Year". Under her leadership, her former firm was named Arizona Top Workplace annually, reflecting her focus on culture, collaboration, and long-term impact.*