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Co-Chair Emergent Leadership Awards

How did you find your way into the industry?

I grew up visiting cities, museums, and interesting places. This led to my desire to study city and regional planning in college. I have always had an interest in real estate development, design, and business. I am grateful to have found a niche in the industry that combines the three.

What advice would you give to an emerging young leader just starting their professional career?

When I first started my career, I had little experience in marketing and wasn't sure what I wanted to focus on. My experiences (personal and professional), along with my education at Cal Poly San Luis Obispo, coupled with Cal Poly's "learn by doing" philosophy, gave me the confidence that I could accomplish whatever came my way by being resourceful and not afraid to ask questions. I would recommend always thinking of ways on how you can become indispensable at your firm and ask yourself what value you bring to your team. I truly believe networking is key and getting involved in organizations like ULI can open many doors – a random meeting could lead to new possibilities you never imagined!

What traits do you think define a successful leader?

A successful leader is someone who has vision and is pro-active in developing obtainable, distinctive goals to turn that vision into reality. Leaders empower others to achieve professional and personal success and offer guidance, as well as wisdom from past experiences to motivate you to be the best you can be.

What is your current job and what types of projects are you working on now?

I am currently a Marketing Coordinator at Langan, a land development engineering firm. My main responsibilities include preparing projects proposals, assessing potential business development opportunities, and supporting the Irvine and Los Angeles offices with any marketing needs.

What do you find most challenging about your profession on a day-to-day basis?

Many aspects of marketing and business development are very time-sensitive, so you must work efficiently and have strong attention to detail. Deadlines are a huge part of what I do, especially when it comes to proposals. While it may cause some stress, it can be especially rewarding when your hard work leads to winning the project.

What are you looking for in terms of career development - OR In what areas would you like to professionally develop further?

I want to focus more on business development in the future and gain a stronger understanding of the business side of the industry, especially in regards to how firms strategize to garner new clientele and how as a firm we can offer more creative solutions to our client base. Maintaining strong business relationships is everything, and I would love to be more involved in ensuring that clients are highly satisfied with our services and will come to us again in the future.

Describe a situation that was a great learning experience.

I recently organized a client dinner for the Langan Irvine office. The purpose of the evening was to network with local clients and to show our appreciation for them. I handled everything from coordinating with the venue's catering staff to managing invitations. It was the first time I planned something like this on my own, so there was a bit of a learning curve and I took this responsibility very seriously. I had no idea planning an event like this would include so many details and decision making! In the end, the night was a success and I truly enjoyed the process from start to finish.

How do you deal with stress at work?

I strongly believe in starting the day by making a list and organizing the items by importance. Almost every day I am asked to assist with something out of the blue, so by having a list to refer to I can remain on track. By maintaining a positive attitude and being resourceful, you can overcome any situation that may arise. Work-life balance is important to me too and I always try to have fun activities planned outside of work to look forward to.