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## 2017 Women in Real Estate Spotlight - Jennifer Pinck

September 29, 2017 - Spotlights

Jennifer Pinck  
Founder and President  
Pinck & Co., Inc.

Years in real estate: 36

What real estate associations or organizations are you a member of: Newmarket Business Association, board member; board of Zoning Appeals, Cambridge, vice-chair (former); MA Construction Law Reform Working Group, member; Boston Community Capital Loan Fund, committee member; AGC of Massachusetts, Advisory Council and board member (former); and Boston Harbor Association, trustee (former)

How have you navigated obstacles to achieve success in your career: I knew from the beginning it was going to be difficult breaking into the male-dominated construction industry. I had to be persistent and resilient to build credibility. I worked hard to prove my skills and my potential, and I stayed focused to earn the respect of leadership. Getting my Boston ABC Building License as well as my MBA helped me land senior management positions with two of the region's largest projects: The Boston Harbor Cleanup and the Big Dig. That leadership experience positioned me to become an entrepreneur. My firm has grown every year for the past 20 years.

How do you play your strengths to your advantage in your career? I am a quick-start: I can easily grasp complicated concepts and technical information while thinking strategically and calmly on my feet. I'm also an artist and have a creative side so I inherently see things differently about how we work and how we can continually make improvements – not only in business but in our contributions to the community at large. I also enjoy and respect my staff. I think genuinely appreciating and accepting people for who they are – and empowering them do what they do best – lends itself to building a cohesive, devoted, and successful team.

What trends are you seeing so far this year: We're seeing a workforce shortage; it's a highly competitive market for bringing in and retaining talent. This also pertains to the trades. It's a challenge to identify and engage qualified contractors who we are sure have the capacity and experience to meet aggressive schedules. Also, technology is advancing quickly, both in the office and out in the field. Cutting edge technology is continually enabling us to bring projects to market

faster and minimize the risk in real estate development projects.

What do you do for fun: I enjoy cooking, creating martini recipes, curating dinner parties, and painting. I recently learned that a piece I donated to the Provincetown Art Association and Museum's Silent Auction was among the top 10 highest bids.

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