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## Professional Profile: Joan Schneider, 2013

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Name: Joan Schneider

Title: President

Company: Schneider Associates

Location: 2 Oliver Street, Boston

Birthplace: Irvington, New Jersey

Education: B.S., Magna Cum Laude, Boston University, Owner President Management Program (OPM 16), Harvard Business School

First job outside of real estate: Information Services Manager, WBZ-TV

First job in real estate or allied field: Launch of three Hines Industrial buildings, Point West Place in Framingham, MA, University Place in Cambridge, Westborough Office Park

What do you do now and what are you planning for the future? Spiritual leader of and creative spark for Schneider Associates, one of Boston's top 25 PR, integrated marketing and social media firms

How do you unwind from a busy day in real estate? Riding with my husband on his Harley Davidson and enjoying lots of pink cocktails (afterwards not during)

Favorite movie: Any independent film at the Coolidge Corner Theatre

Last song you downloaded? Gangnam Style by Psy

One word to describe your work environment: Collaborative

Rules to live by in business: Be there for your clients and colleagues 24/7; never overreact, effective solutions are made by rationale people

If you could invite one person to dinner (living or dead) who would it be and where would you go?

Picasso, a caf   in Giverny, France

What is your dream job? Being a contemporary artist

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