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50 Year Billboard Anniversary Q&A - Diana Podaski

August 28, 2014 - Spotlights

Name: Diana Podaski

Title: Vice President of Marketing and Social Media

Company: Linear Retail

Location: Burlington, Mass.

Q. The approximate number of years you have been a subscriber and/or how the NEREJ has been a benefit to you and/or your business

A. I've been a subscriber to the NEREJ ever since I entered the industry 9 years ago. It's always been my go-to source for retail real estate news and other updates, especially the Shopping Centers section. I also always look at everyone's ads to see what they are up to as well.

Q. The approximate year you discovered the NEREJ and what business you were in at the time

A. I discovered the Journal back in 2006 I believe so it's certainly been awhile. At the time, I had just entered this crazy yet lovable industry. After 50 years in business, clearly the Journal is many people's go-to source for CRE information.

Q. Your most memorable or favorite "15 minutes of fame" in the NEREJ

A. Luckily, there have been a few moments of short-term fame in the Journal. Personally, having my Dishing Social Media monthly column in the Shopping Centers section has been a great opportunity for me to help share marketing and social media know-how in the CRE industry. My favorite articles that I wrote include, "How Google Glasses could affect the retail real estate industry" and "How to Speak the Tweet". For Linear, my most memorable 15 minutes of fame was an amazing 2-page spread we had after being asked to be Project of the Month. We were able to highlight our new development in Nashua, N.H. (Daniel Webster Shops) along with many other exciting happenings within the Daniel Webster Hwy/Spit Brook Rd. retail block.

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