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## **2017 Women in Real Estate Spotlight - Lindsay Corsino**

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Lindsay Corsino  
Director of Business Development and Marketing  
Phase Zero Design

Years in real estate: 9

What real estate associations or organizations are you a member of: ICSC / ICSC Next Generation Planning Committee

How have you navigated obstacles to achieve success in your career: I have found the greatest mentors within the real estate community – especially A/E/C industry. There aren't too many women in this industry, so having great support and someone who believes in you and your success is key to career growth.

How do you play your strengths to your advantage in your career: I've worked for a civil engineer, architects and construction teams, so I understand the ultimate team dynamic and have used that experience as an advantage in my career. Getting the deepest understanding of the process and how a building comes together is important from a marketing and business development standpoint.

What trends are you seeing so far this year: The biggest trend from all market sectors is the demand for customer experience. In everything we design, our team is integrating how end users will experience the space to create lasting memories. Previous generations bought things and millennials are buy memories – that's our focus.

What do you do for fun: I coach field hockey for fun. I played in college and started coaching at Bentley University and now do individual coaching for all ages.

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