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**2020 Women in Real Estate: Karen Pollard, CEcD, MBA,  
Economic Development Director at the Town of New Milford,  
CT**

September 25, 2020 - Spotlights



Karen Pollard  
Town of New Milford, CT

Who inspired you to join the CRE Industry? International Paper – They announced a plant closure in the town I lived in and I volunteered to help asses and transfer real estate from IP to the town. That led to a job offer in the economic development office.

What books, blogs, podcasts, resources or influencers would you recommend to women? Join national or international industry associations, and look to give back as much as you get from those groups. That keeps me aware and engaged in high level issues, and stay out of the weeds.

What is the best advice you have received, and who was it from? Know when you've made the sale, and then stop talking. This advice was from my husband, and I was rehearsing a pitch for the next day. I use this advice every single day, whether it's a presentation to a board or commission, or a developer or business owner.

What honor, achievement or recognition means the most to you and why? Being named an Outstanding Woman in Business. I consider myself to be very entrepreneurial, and part of my role in municipal government is to cut through red tape and expedite development activity.

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