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2020 Year in Review: Diana Perry, Linear Retail

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Diana Perry
Vice President -Marketing & Social Media
Linear Retail

What was the most difficult part of working during the pandemic of 2020? Keeping up with the local gov. on new changes and getting quality info out to tenants

What aspects of working from home have you enjoyed most? Wearing athleisure every day. And also having flexibility to get out for a run in the middle of the day.

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2020? Launched a new campaign called, This Must be the Place, which is a completely new way of marketing space for lease. We've created a three-part cinematic film series on the history of 108 Newbury St. and the Back Bay and a spotlight on the new renovation. Stay Tuned! It launches in January.

What is the best advice you have received, and who was it from? Take one hour a day to focus on you - whether that's working out, reading, self-care, catching up with a friend etc. We all need this, especially right now.

What are your predictions for commercial real estate in 2021? The beginning of the year will be tough but come fall/winter there will be a new normal. The pandemic has changed our industry for good, there is no going back to the way things were. I see sales being accounted for differently and more omni-channel consideration. I think we'll lose more brands that couldn't differentiate themselves in the market. I see restaurants continuing to re-invent themselves and design more pandemic-proof models like specialty modern markets like Foxtrot and the new Nan's Rustic Kitchen + Market in Stow. Also see more emphasis on building up retail in suburbs.

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