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## **2021 Ones to Watch: Bryan Vitale, Vice President, Development, The Procopio Companies**

May 28, 2021 - Spotlights

Which project, deal, or transaction was the “game-changer” in the advancement of your career? I have been fortunate to be a part of some incredible projects over the years. The Caldwell in Lynn has been a game changer for our entire team, myself included. It was our first high-rise and there were tons of challenges along the way. I’m a big believer in learning from your mistakes and we certainly made plenty along the way. We persevered through it and delivered a best-in-class project in the heart of downtown Lynn. Our initial goal with that project was to attract working professionals into a city that has been neglected over the last 20 years but has tons to offer. We believe Caldwell has put Lynn on the fast track to becoming one of Boston’s hottest new submarkets.

How do you contribute to your community or your profession? Our mission at The Procopio Cos. is to develop extraordinary places that are equally valuable to our investors, our residents, and the communities in which we build. This isn’t something we take lightly; this statement informs every decision we make.

What led you to your current profession? To be honest, I found I had a passion for development by accident. I have always loved design and creating unique spaces for people to live, but for years I was predominantly in single family. Multifamily was a natural progression for me. The world is changing and the way in which people want to live is changing. Everyone has different interpretation of what home should feel like, I love the challenge of trying to create unique spaces that feel like home.

Who or what inspires you? I’ve been blessed with an awesome wife and two amazing kids that inspire me everyday to be better. One of my favorite quotes is: “If you look at the people in your circle and don’t get inspired then you don’t have a circle. You have a cage”

How do you keep your team motivated despite conflicts and obstacles? This is the development/construction world, conflicts and obstacles are a daily occurrence. Understanding you are going to deal with issues is the first step in handling them the right way. If you get flustered or knocked out of balance anytime an issue comes up, you’re not going to last long in this business. Our team does a great job of understanding the big picture. You don’t get to the top of the mountain without a few scrapes and cuts along the way. Once you get to the top you forget about the Band-Aids on your hands.

What advice can you offer to someone who is interested in a career in your industry? Watch and learn. There are some incredibly brilliant people in this industry and it's easy to feel like you're out of your league. Take advantage of the opportunities you're given to learn from people around you. Ask questions and then ask more questions. It's amazing what you can learn by just being brave enough to admit you don't know it all.

Who was/is your mentor and how did s/he influence/help you in your career? I've been incredibly lucky to work alongside Mike Procopio for the last 15 years. We've learned a lot of this together, but he has been an incredible friend and mentor throughout the years. Having someone with his instinct and knowledge to bounce ideas off or ask questions to has allowed me to learn at a pace that never would have happened if I was working with someone else.

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