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2021 Year in Review: Krystal Rodriguez, Director, Portfolio Operations, Peabody Properties

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Krystal Rodriguez
Peabody Properties

What was the biggest lesson you learned while working during the pandemic? How critical it is to have a strong and dependable team in order to be successful. The pandemic tested not only us as individuals, but also the reliability of others. I realized the goodness in people – when our team members were personally impacted by the pandemic, most people did not hesitate to step in and assist. Build a strong team and it will stand the test of time.

How has your working environment changed over the last year? The impact of the pandemic and many other social challenges and injustices prompted people to become more self-aware and empathetic, and to truly engage with our communities from that lens.

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2021? Our teams assisted hundreds of families retain their housing and secured hundreds of thousands of dollars in arrearages on their behalf. This has allowed so many of our residents who were financially impacted by COVID to focus on attending to their families during such a challenging time and not fear losing their homes. In addition, 2021 was a year of listening and learning. As DEI co-chair, I participated in listening tours and learned how to meaningfully make an impact in the workplace. We had the opportunity to draft actionable recommendations, which we will begin to implement in 2022.

What are your predictions for your industry in 2022? I foresee a meaningful shift in executive level diversity representation in many different sectors. There is a true thirst for change in our industry, where we truly embody what it is to be diverse, inclusive and equitable. I foresee many BIPOC leaders in our industry rising and being asked to sit at the table and offer a perspective that has not been heard as loud as it will be in 2022.

What is the best advice you have received, and who was it from? I learned a strong work ethic from my immigrant parents. They both taught me that with great sacrifice and dedication comes great reward. They also instilled in me that I should be the leader that I wish to follow - be the hardest worker in the room and always set an example.

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