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2022 Women in Commercial Real Estate: Susan Shelby, Rhino PR

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Susan Shelby
President & CEO

Rhino PR

What advice would you offer to women getting into the CRE industry?

Get involved with a professional organization like CREW Boston. Join a committee and be an active member to build your network. Attend events to continue your professional development and to network. Our industry is based on relationships so the more you can get “out and about” and be involved, the better. Remember – you never know where your next lead or project may come from so keep your eyes and ears open.

Are you part of any CRE organizations? How have they helped your professional development?

I joined the Society for Marketing Professional Services (SMPS) in 2001 and CREW in 2006. I have been a member of various committees and served on the board of directors for both organizations. Both did a great job continuing to offer programming during the pandemic.

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