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## **2023 Women in Construction: Emma Fishbein, The Procopio Companies**

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Emma Fishbein  
Marketing and Communications Coordinator

What made you interested in seeking a career in the AEC industry? As a dynamic field, the AEC industry presents a unique opportunity for my professional growth. I was drawn to the industry given the substantial impact it has on the way we all live. It is not often that two days resemble one another in AEC, and the spontaneity and evolution of the industry continues to be rewarding. Inevitably, there are bound to be challenges but I believe those moments are what push every member of my team to be inventive, and eager to develop extraordinary places to live.

What tips or advice would you offer to other women who are considering entering the construction industry? In my time at Procopio, I've seen immense growth in our team, including some incredibly capable and brilliant women. While a career in construction can present new challenges, it also allows for some extraordinary moments where women can revolutionize the industry, one step at a time. My advice would be to embrace the obstacles and not let preconceived notions deter you. There are a number of strong women in construction, so have the confidence to ask them about their experience and build yourself a network that will set you up for success in the field.

What was your greatest professional achievement or most notable project in the last 12 months? 2022 was an extremely busy year for Procopio, with the firm continuing to expand. I personally oversaw the marketing campaigns for two of our newest developments, The Somerset and Lume, managing everything from the website design to event planning. The most rewarding part of my job is seeing these properties come to life, and a testament to The Somerset's marketing was our achievement of 100% lease-up and stabilization in under six months amidst the holidays.