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## **2023 Women in CRE: Joanne O'Connell, Hancock Survey Associates, Inc.**

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Joanne O'Connell  
Manager of Admin. Services & HR

What are the most important factors women in your industry should consider when choosing a firm to build their career with? Two words come to mind – relationships and trust. You need a company that supports the development, nurturing and growth of professional relationships as well as one that you trust and that trusts you. Having an executive team that empowers you and supports your decisions is essential to your success.

Who inspires you most? What qualities do they possess that inspire you? My parents instilled in me a “Your word is gold” and “Get it done” mindset and a “There’s always a solution” attitude. They also taught me to help when someone needs it and respect traditions but embrace change. Important values that I’m passing along to our family’s next generation.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight? “A company is only as good as its people. And especially important are those who drive the company’s culture. Joanne not only embodies Hancock’s family-oriented culture, but she also leads it by example. We wouldn’t be as successful as we are without Joanne. Hands down, no question.” - Wayne Jalbert, President at Hancock Associates.

What recent project, transaction, or accomplishment are you most proud of? When I was hired, I wanted my team to be cross trained in different roles for coverage and flexibility. This was critical during the COVID pandemic and continues to be in the day-to-day running of Hancock’s nine offices. When an employee is out of the office, planned or unexpected, our process continues seamlessly. Our clients continue to receive excellent service and the employee doesn’t come back to an overwhelming amount of work.