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2023 Ones to Watch - Industry Leaders: Rachana Kheraj of Bridgeline Exteriors

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Rachana Kheraj
Executive VP of Business Development - National
Bridgeline Exteriors

3 skills that you use every day in your position: Diplomacy, collaboration, problem solving.

Best book, podcast, or app for aspiring leaders: The 8th Habit: From Effectiveness to

Greatness. Best advice for new leaders in 10 words or less: Lead by example and not by authority, gaining both respect and trust.

What recent project, transaction or accomplishment are you most proud of? Bridgeline Exteriors won its very first national construction award in 2023 while celebrating our ten year anniversary. The National Project Excellence Award in the Residential Category from The National Association of Women in Construction for Hathon-Medway, MA – A Toll Brothers Community, is what I am most proud of. This award highlights our very first all female project team, our innovation, sustainability practices and our safety program. Celebrating zero accidents since 2017.

What was one of your biggest challenges as a leader and how did you overcome it? With the financial climate in the private sector of construction taking a downturn, it was a challenge to create and implement new and innovative ways to run a lean, strong and efficient business. I was tasked to expand a phenomenal team and take it nationally post covid. Through innovation, risk assessment, strategy, and crucial development of new divisions and segments, we were able to achieve our goals of becoming a renowned national subcontractor.

What makes this nominee an Industry Leader? “Rachana’s passion for construction is infectious. Through her Eng/Arch, Real Estate/Development and Construction background, she demonstrates leadership and dedication to industry growth. Executing her company through several life cycles, propelling forward through market waves by building new markets, educational programs and relationships to bring unparalleled value to Bridgeline.” - Cait Lowe, Owner/Cost Engineer at Pretty Pretty Precon.