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2024 Women in CRE: Dajana Derman, CORE

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Dajana Derman
Director of Operations & Management

What recent project, transaction, or accomplishment are you most proud of? I'm most proud of leading our team through 360 US-1 in Kittery, a recent large-scale property acquisition that required creative problem-solving and strong collaboration. As director of operations and management, I focus on fostering teamwork and building relationships, which are key to delivering exceptional results for our clients. There are so many moments in a career that remind you why inclusivity matters. Your thoughts, your voice, what you see and know needs to be addressed for the best result possible. Contributing to CORE's growth and collective success is empowering.

What challenges have you faced as a woman in commercial real estate? Navigating a traditionally male-dominated industry has certainly posed challenges, but it's also been a source of motivation. CORE is different. The team is intentional in aligning strengths with opportunity. Woman, man, you are given the chance to grow your confidence in yourself and your decisions, the ability to assert your point and your voice. Something particularly special is the opportunity to be a mentor and knowing that each team member is a valued influence on overcoming barriers and driving the company's growth in this field.

What is your vision for the future of women in commercial real estate? I was born and raised in Bosnia and Herzegovina. As an immigrant to the U.S. my vision for women in this field is the same as my intention behind coming to this country: the equal opportunity to succeed and lead. I believe the future will see more women, of all backgrounds, embracing their unique perspectives, which will bring greater innovation and resilience to the industry. We need to foster environments where all people are empowered to lead, mentor, and support each other, creating lasting change.

What advice do you have for young women aspiring to enter commercial real estate? Don't underestimate the value you bring to the table. Commercial real estate is an incredibly competitive field, and it demands grit. You can't give up. You need to be confident in your decisions and the questions that you ask. Seek out mentors, stay curious, and don't be afraid to take risks. Surround yourself with people who uplift you and always stay true to your vision.

Why should this nominee be recognized in our Women in Commercial Real Estate Spotlight?

"Dajana is an exceptional leader at CORE, known for her strategic insight and ability to handle complex transactions with precision. Her dedication to excellence, high attention to detail, and client relationships consistently elevates our work. Dajana's forward-thinking approach has significantly contributed to our collective success while paving the way for many others, men and women, on our team and in this industry. Her talent, vision, and resilience make her a standout member of every meeting and deal, making her an ideal candidate for the Women in Commercial Real Estate Spotlight." - Josh Soley, SIOR, CCIM, President at CORE.