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## **2024 Women in CRE: Denise Pied, Northstar Project & Real Estate Services**

September 27, 2024 - Spotlights



Denise Pied  
Vice President

## Northstar Project & Real Estate Services

What recent project, transaction, or accomplishment are you most proud of? I'm proud to be involved in a complex strategic advisory engagement for a leading provider of real estate for life science and technology industries that is reevaluating its existing portfolio to meet current market and ESG demands. Our team completed round three of the assessment. Although it's been challenging to stand up to a new cross-functional governance structure within their organization, I've enjoyed every minute of it! It's gratifying to work with a high-functioning, seasoned team of owners and consultants and be able to impact/inform/influence our client's strategic and capital plans, ensuring they meet their business goals of promoting sustainable development practices and operations while meeting all new environmental regulations and tenant requirements.

What advice do you have for young women aspiring to enter commercial real estate? Start connecting with a cross-section of industry professionals to build a strong network. Use those conversations to get an insider perspective about career options and what to expect. Ask each person you meet to refer you to the next. Keep an open mind and don't have a narrow focus on role, title, and salary; listen to pick-up notes on the people/culture. A company that values belonging, mentoring, and career development will teach you all the technical skills you need to be successful and achieve your personal goals. CRE is a big tent for those who are confident, curious, and looking to build community and relationships.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540