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## **2025 Women in Construction: Nicole Harrison, Erland Construction**

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Nicole Harrison  
Director of Marketing

What trends or innovations do you believe will shape the future of your field, and how are you positioning yourself (or your firm) to be at the forefront? The future of construction is bursting with innovation, and I'm thrilled to be part of it! From AI transforming how we market and manage projects to the growing demand for sustainable, energy-efficient building standards like Passive House, the possibilities are endless. At Erland, we're embracing change with smarter tools and greener practices while using video storytelling to bring our work to life. The built environment is evolving fast, and I'm excited to help shape what's next!

Who or what has inspired you most in your career, and what advice would you share with the next generation of women entering the A/E/C industry? Becoming a mom has been the most inspiring chapter of my career. It's taught me to prioritize what matters, embrace flexibility, and find balance between personal and professional life. In an industry where unpredictability is the norm, I've felt incredibly supported – not only by amazing women colleagues balancing caregiving and careers but also by Erland, where flexibility and understanding are part of the culture. That support has tripled my confidence. My advice for women entering the industry? Lean into your unique path and never underestimate the power of community.

What's your favorite way to recharge or get inspired outside of work? I recharge with podcasts in the mornings before work – it keeps me informed and sparks creativity!