



CELEBRATING  
55 YEARS

# nerej

## **2025 Women in Construction: Heather Stanley, Synergy**

February 28, 2025 - Spotlights



Heather Stanley  
Design Manager

## Synergy

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? AI is increasingly playing a role in how spaces can be seen. With tools that create and utilize 3D renderings, clients can experience our vision from anywhere in the world. Embracing this technology is helpful, but I believe customer service always comes first, and nothing replaces a face-to-face conversation. One of the most important aspects of my career is listening closely and observing body language. People don't always say exactly what is on their mind, so these subtle signs can help inform important design decisions. Relying solely on technology risks overlooking this human element.

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? When I first started my career, I joined a team of individuals who were deeply committed to succeeding in our profession and eager to learn from one another, with the guidance of a few mentors along the way. Our shared mindset of coming together to deliver high-quality work not only benefited our firm and clients but also contributed to our personal growth. My advice is to support one another. When you look out for each other, it helps keep you motivated and makes even working long hours much more manageable.

What's your favorite way to recharge or get inspired outside of work? Traveling is an excellent way to recharge, helping me unwind and find new design inspiration.

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