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2025 Women in CRE: CREW Boston members

September 26, 2025 - Spotlights



CREW Boston's mission is to develop, advance and champion the success of all women in the commercial real estate industry by:

- Creating a diverse, multi-cultural and welcoming community.
- Building a forum for all women to impact the future of commercial real estate.
- Providing excellence in programming to create both professional and personal growth opportunities for all women throughout all stages of their career.
- Engaging, involving, and connecting members through networking and relationship building.

Kate Moran Carter, Shareholder / Director at Dain, Torpy, Le Ray, Wiest & Garner, P.C.

What drew you to commercial real estate, and what keeps you passionate? The practice of law can sometimes feel very abstract – you argue the application of law to fact, in an effort to convince a judge of the merits of your client's position. But commercial real estate makes that exercise much more tangible. It is thrilling to drive around our city and know that my legal efforts helped make a building or project a reality. It makes me feel like I am a small part in shaping our city skyline.

Michelle Callahan, PE, LEED AP, Team Leader, Senior PM | Associate at Nitsch Engineering

What advice would you give to a woman considering a career in commercial real estate? I would say that it's an amazing career with so many opportunities. Being a part of creating the built environment is incredibly fulfilling. It's so cool to be involved with projects that you see come to life. Also, there are many women in the industry that want to help other women succeed. I've met so many amazing women who work in all aspects of commercial real estate – we are a supportive group!

Jocelyn Goglia, Senior Director, Commercial Interiors at WS Development

What advice would you give to a woman considering a career in commercial real estate? My advice is to focus on three things: build a strong peer network, because relationships are the foundation of this industry; be someone people want to work with by showing up with integrity, collaboration, and humanity; and stay curious—ask questions, learn from every experience, and never stop growing. Commercial real estate is built on both expertise and trust and investing in both will carry you far.

Lindsie Tosca, Managing Director – Accounting at Jones Street Investment Partners

How has CREW helped your professional development or how has your involvement in CREW impacted your career? CREW Boston has contributed to my professional development by providing access to a strong network of accomplished industry professionals, valuable educational resources, and leadership opportunities. Through my involvement, I've gained insights into market trends, expanded my industry knowledge, and strengthened key relationships that have supported my career growth. The organization's commitment to advancing women in commercial real estate has played an important role in shaping my path and enhancing my professional trajectory.

Eve Jeffries, Assistant Director at Savills

What advice would you give to a woman considering a career in commercial real estate? My advice is to focus early on building a strong network and finding mentors you can learn from and lean on. Commercial real estate is a relationship-driven industry, and the people you surround yourself with will help you grow, open doors, and provide guidance when challenges come up. Seek out opportunities to connect through industry organizations, events, or internal networks and don't be afraid to ask questions. Mentorship and community make all the difference!

Robina Shepherd, Associate, Senior Interior Designer at Margulies Perruzzi

What drew you to commercial real estate, and what keeps you passionate? As a designer the opportunity to focus on hospitality and multi-family development was my initial draw to commercial real estate. Over the last four years I've been fortunate to design the interiors for six multi-family affordable housing projects throughout greater New England and New York sparking my drive to create places that everyone can be proud to call home. I'm grateful for spaces like CREW Boston's Housing and Community Development Committee that support that passion.

Barbara Trachtenberg, Shareholder at Polsinelli

What advice would you give to a woman considering a career in commercial real estate? Go for it! Working in the real estate industry is incredibly rewarding. It is a great combination of art and science. I love walking around a city and seeing projects that I have worked on change the landscape and skyline. Being challenged to find creative solutions in every transaction keeps my mind sharp. Dedicating yourself to your craft and showing others that you are willing to do the hard tasks will make you stand out.

Paola Villatoro, Innovation Research Manager at The Builder Coalition

What drew you to commercial real estate, and what keeps you passionate? What first drew me to CRE was realizing how many different sectors it touches and how much room there is to create. I was fascinated that innovation isn't limited to one space, it happens on the ground with construction, in offices where projects take shape, and in labs where new materials and sustainable methods are tested. What keeps me passionate is the opportunity to help shape CRE into an industry that is beyond innovative, and is also sustainable, inclusive, philanthropic, and socially conscious. As long as we welcome a wide range of voices and perspectives into the industry, innovation will naturally follow.

Shelley Balanda, COO + Founder of Footprynt

What advice would you give to a woman considering a career in commercial real estate? Use diversity of thought as one of your most valuable currencies early on. Pay attention to the gaps, and where opportunity exists to build something new. With so much change in the industry, now is the perfect time to innovate your career path. As long as there are buildings, there will be careers in commercial real estate. No matter your interests or superpowers, there's a place for you.

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