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## **2025 Women in CRE: Stasha Greenalch, BW Kennedy & Co.**

September 26, 2025 - Spotlights



Stasha Greenalch  
Project Manager

What has been the most rewarding project or deal you've worked on in your career, and why? The most rewarding project I've worked on was an eight-story parking garage and four-story 224,000 s/f ground-up building with a connecting boardwalk at 75 Hayden Ave., Lexington. It was my first project out of college and I was the assistant project manager. This was a rewarding project because I was able to see a parking lot completely transformed into an active 4-tenant life science building. Being a part of the collaboration and problem-solving with numerous industry professionals throughout every phase of the project was instrumental in the development of my career as a project manager.

What drew you to commercial real estate, and what keeps you passionate? As a child, my dad was always telling stories about the buildings he designed as we drove by them. I've always enjoyed seeing the direct results of hard work, and in construction, you can walk past a building years later and still feel pride in your accomplishments. As a project manager, I'm driven by the complexity and collaboration required, from initial planning/permitting to coordinating trades and meeting client goals. Commercial real estate offers a dynamic environment where every project is different and every solution requires both strategic thinking and practical execution.

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