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2025 Women in CRE: Carrie Nielsen, NCIDQ, ASID, JCJ Architecture

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Carrie Nielsen, NCIDQ, ASID
Director of Interiors, Hospitality

What has been the most rewarding project or deal you've worked on in your career, and why? The Envoy Hotel in Boston holds a very special place in my career. It's not just the design itself, but its role in shaping an entirely new part of the city that makes it so meaningful; it was one of the first parcels to be developed in the Seaport District. The narrative became about the trailblazer who sees possibility before others do, guiding every design and programming decision to create a sought-after destination for both visitors and locals. To know that we helped shape not only a hotel, but also the identity of an entire neighborhood, has been one of the proudest moments of my career.

What drew you to commercial real estate, and what keeps you passionate? The ability to create experiences that go beyond design on paper and truly come alive in three dimensions. I've always been fascinated by how a space can make people feel; there's something rewarding about crafting environments that are exciting and memorable yet feel so natural that it seems they've always belonged there. Each project is its own puzzle. I'm energized by solving how things come together, balancing client expectations, aligning with budgets and deliverables, collaborating with project teams and ownership groups, and working through the technical details of construction.

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