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## **2025 Women in CRE: Meghan Doherty, BLDUP**

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Meghan Doherty  
Chief Content Officer

What has been the most rewarding project or deal you've worked on in your career, and why? The most rewarding project of my career has been building and growing BLDUP. When I joined, it was primarily a news site, but I helped shape its evolution into a robust data and analytics platform. From early product design to refining data and user experience, I gained hands-on skills while driving growth. Watching the platform expand from a local tool to a trusted national resource has been both professionally defining and personally fulfilling.

What advice would you give to a woman considering a career in commercial real estate? Commercial real estate can be a rewarding but competitive career where confidence and clarity matter. For women entering the field: put yourself in the game. In male-dominated rooms – whether negotiating, pitching, or in meetings – speak up, ask questions, and position yourself as a leader. Additionally, explore CRE's various paths, including brokerage, development, asset management, and property management. Each requires different strengths; find where your skills and style thrive. The industry offers many doors – choose the one that fits you best.

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