

## **Meet a Member**

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### **Where do you work and what is your role there?**

I currently work at Cadillac Fairview as a Consumer Research Analyst within our Strategic Planning and Insights division. In my role I conduct primary research on our shoppers to help inform strategic decision making..

### **What areas of commercial real estate do you specialize in?**

My focus is on the intersection of shopping centres and market research. I specialize in obtaining and understanding data related to shopper attitudes, behaviours and cognitions related to the shopping experience, and using that information to provide strategic recommendations to the business in the areas of marketing, property management, and leasing..

### **What do you find is most satisfying or challenging in your role?**

The most challenging part of my role is understanding how best to capture our customer's attitudes and preferences. On the flip side the most satisfying part of my role is seeing how quickly that feedback can be implemented in our centres!

### **How long have you been a CREW member and what do you get most out of being a member?**

I am a new Toronto CREW member, although I have attended events as a guest in the past. I am looking forward to meeting other Toronto CREW members and learning about other roles within commercial real estate.

### **I would like CREW members to call me whenever they need . . .**

...help on understanding the attitudes of their key stakeholders (i.e. shoppers, tenants, office clients, etc.).