

Susan Williams



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Where do you work and what is your role there?

Cadillac Fairview. I am the Senior Director of Strategic Insight leading consumer, market and retail research and insights.

What areas of commercial real estate do you specialize in?

Shopping centre commercial - office and retail - primarily retail.

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

Keeping up with the demand! I love help solving business problems and being asked to the table to help strategize. Delivering faster, cheaper, while elevating insight and actionability.

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

Under one year. Have attended 2 events, but would like to get out to more. I've been in the industry for 18 years and never knew this group existed!

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

Advice on strategy, research, support or perspective.