



## Lindsay Fierro

Senior Vice President, Operations

NAI Global

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## Scope of Responsibilities

*Lindsay Fierro reports directly to the CEO & President of NAI Global and effectively manages all operational aspects of the company, including Marketing and Public Relations, Internal Communications, Human Resources, Information Technology, Accounting, Membership/Business Development, Events and Conferences, Education, Strategic Alliances and more.*

*She is also responsible for development client-side initiatives, such as Global Market Outlook programs, hosting webinars with economists and related professionals and organizing business development meetings and dinners with key accounts and corporate clients. Lindsay oversees and manages one corporate Leadership Summit per year (attended by NAI Owners and Managers), two NAI University meetings per year and one NAI GlobalConvention each fall. One of the most important aspects of her role is managing the 23-step onboarding process of new member firms.*

## Background & Experience

*Lindsay Fierro started her commercial real estate career immediately after earning an MBA at the age of 23, originally in an administrative role in NAI Global's New York City brokerage office. She later moved into marketing and marketing management positions before being promoted to her current operations management role in 2016. Increasingly more strategic in her role with NAI Global, Lindsay is responsible for the company's communications' policy, social media policy and emergency communications plan. Her accomplishments have helped NAI Global become the third-most recognizable brand in commercial real estate by Lipsey Survey and a top 10 company brokerage services and property management company by revenue.*

*With education a core value of hers, Lindsay was instrumental in launching NAI University several years ago, which now has over 700 "graduates" from NAI's professional ranks of brokers, sales and leasing agents and property managers. She has structured strategic alliances with the primary associations in the commercial real estate industry as part of NAI University, including SIOR, CCIM, NAIOP and the International Council of Shopping Centers (ICSC). Further, she was responsible for re-starting the company's Women Alliance Leadership Task Force, a group of NAI professionals from multiple U.S. offices with a mission to advance CRE careers for women and develop more business internally for NAI Global.*

## Professional Affiliations & Designations

*SIOR, CCIM, NAIOP , International Council of Shopping Centers (ICSC), and Women Alliance Leadership Task Force,*

## Educational Background

*The Queens, New York-native earned a BBA in Finance from Iona College with a minor degree in Accounting and MBA in Corporate Finance from Iona College with a certificate in Business Continuity and Risk Management*