



LAURA PIEBENGA
CUTTING EDGE SPORTS FLOORING

• **What challenges have you faced as a female in the Commercial Real Estate industry?**

I think there will always be some type of challenges that you're faced with, whether it's gender challenges, global challenges (as we've all so clearly felt this past 1.5 year), age disparities or something else. But for the most part because I work in a predominately male dominated industry, I find that initially I'm not taken as seriously as I would be if I were a male. However, what I have recognized is, if I continue working hard, being well versed and skilled at my craft in sports flooring and surround myself with professionals I'll get the respect that I want and am giving to others! There is an upside to being a woman in these fields, trust that!

• **What is your current role/company? What do you like best about what you do? How long in your industry?**

I have been the Director of Sales and Marketing for Cutting Edge Sports Flooring for the last 2 years and 2 months. I like that the projects I'm involved with are continuously changing- it keeps things fun and allows for a variety of learning and teaching opportunities. I am really enjoying the ability to be a solution along with meeting and working alongside designers, property managers, facility directors, general contractors, and others that play a role in needing sports and/or multi-purposed flooring.

• **What advice would you give women starting their careers in CRE? ?**

I'm a very small slice of the large CRE industry, and I would say that's the best part- there are SO MANY career options that women wanting to be in this industry can choose from! So my advice is, be willing and open to learning and figure out one's individual skills/passions and start there, but understand that you can absolutely shift within and you have AMAZING women surrounding you that will help!

• **What do you like to do in your free time? Hobbies?**

I've got three kiddos and a husband- so family time is always something I enjoy! But aside from that- TRAVELING and enjoying DELICIOUS FOOD is absolutely high on that list... both are my favorite- especially with friends or family!

• **What interested you in joining CREW?**

There are some ladies that are apart of CREW WM that I really like and respect already, so that helped, but when it comes to business, knowing that there are women (and men) professionals surrounding one another working hard to better one another in business and life is amazing. I'm hoping I can be a solution for sports and multi-purposed flooring and also help use the relationships that I have to connect and help others in their specific fields.