

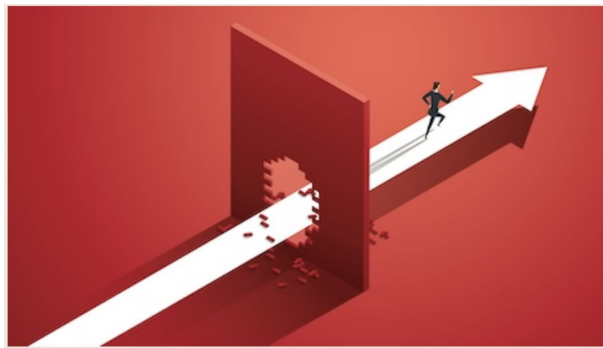
# Luxury Roundtable

WORLD'S LEADING NETWORK BY NAPEAN FOR LUXURY PROFESSIONALS, MARKETERS AND WEALTH MANAGERS

LUXURY WOMEN LEADERS TO WATCH

## Announcing Luxury Roundtable's Luxury Women Leaders to Watch 2025

June 13, 2024



*Luxury Roundtable's Luxury Women Leaders to Watch are achievers who set high standards and ambitious goals for themselves and those with whom they work, leading by example*

Luxury Roundtable is proud to announce the 25 executives who have been named to the Luxury Women Leaders to Watch 2025 list for showing remarkable drive and focus to achieve more for themselves and their organizations in the year ahead at a time when the market conditions are challenging, to say the least.

These honorees comprise women from different sectors within luxury and across geographies, all sharing a few common traits: attention to detail, ability to anticipate trends, willingness to mentor and a strong adherence to quality and standards. They were judged based on nominations sent in by the public as well as internal Luxury Roundtable recommendations.

"These women leaders are set to make a difference in luxury in the year ahead," said Mickey ALAM KHAN, CEO of Luxury Roundtable, New York. "They display admirable focus and a strong urge to improve the customer and employee experience. They are also equipped to handle the vagaries of any economy, and lead their organizations by example."

Luxury Roundtable interviewed the 25 honorees on what they most liked about their job, biggest challenge in their work, proudest achievement in luxury, leadership style, work priority for 2025 and how they see luxury evolving in the year ahead. Here is what they had to say.

### **Profiles of Luxury Roundtable's Luxury Women Leaders to Watch 2025**



Danielle Naftali

## **Danielle Naftali**

Executive vice president for marketing and design, **Naftali Group**, New York

*"We have emphasized the incorporation of wellness-oriented amenities within our buildings in response to the growing societal emphasis placed on health"*

### **What I most like about my job**

I most enjoy the dynamic process of bringing our luxury real estate projects to fruition, from conception to completion.

As the executive vice president of marketing and design, I am closely involved in the shaping and refinement of every aspect of our products, from conceptualizing the homes' layouts to crafting their designs, finishes, amenity packages and the overall experience a buyer or renter will experience.

By closely being a part of every phase of the development process, I find it rewarding to see the projects once completed and seeing the asset evolve into exceptional real estate.

### **Biggest challenge in my work**

While challenges are inherent to the real estate development industry, I view them as great opportunities for growth, collaboration and innovation.

Every day on the job presents new challenges, whether it's regulatory obstacles, market fluctuations or unexpected logistical issues.

However, it is all about finding solutions and being able to problem solve in all aspects of the business.

By constantly seeking effective solutions and fostering collaboration within our teams, at Naftali Group, we tackle challenges and discover unique and unexpected opportunities for success along the way.

### **My proudest achievement in luxury**

As the executive vice president of marketing, sales and design at Naftali Group, I oversaw with our incredible sales team record-breaking sales during the year of 2020 and 2021, surpassing \$1 billion of sales at The Benson, The Belmont and 200 East 83rd Street, with each building selling out before completion at record-breaking numbers.

Notably, I have continued leading our brand recognition for its uptown projects while reinforcing the firm's reputation for design excellence.

Additionally, I am currently overseeing the launch of sales for four projects before the end of the year, including the firm's South Florida arm with 3 million square feet under development between Miami and Fort Lauderdale.

Additionally, the launch of JEM Private Residences, our first South Florida development, launched sales in November 2023.

### **My work priority for 2025**

My primary focus for 2025 revolves around Naftali Group's expansion and the continuous delivery of exceptional projects.

Our launch in the Fort Lauderdale market, Naftali Group's largest project in South Florida, marks a significant milestone in our portfolio expansion.

Additionally, I'm committed to overseeing the successful delivery of the first phase of Naftali Group's highly anticipated Brooklyn project, Williamsburg Wharf, as well as launching sales for several projects in Uptown Manhattan.

Furthermore, I aim to solidify Naftali Group's presence by announcing a branded partnership for an upcoming project, enhancing our reputation for excellence and innovation in the luxury real estate market.

### **How I see luxury evolving in 2025**

In the realm of real estate, I envision luxury continually adapting to meet consumer needs.

At Naftali Group, we are dedicated to understanding the needs and desires of our consumers and introducing products to the market that align with their expectations.

For instance, we have emphasized the incorporation of wellness-oriented amenities within our buildings in response to the growing societal emphasis placed on health. This commitment ensures we remain highly attuned to market trends and evolving tastes and preferences.

Additionally, I anticipate luxury in real estate to continue to prioritize high-quality, innovative designs that endure the test of time — hallmarks of Naftali Group's offerings.