

NOTABLE | REAL ESTATE LEADERS

It's no exaggeration to say that real estate has been a driving force behind New York City's economic vitality over the centuries. A recent Columbia Business School article cautions, however, that "The rise of remote work, declining commercial property values, and the resulting decreased tax revenue demand bold solutions."

Fortunately, this dynamic sector consistently attracts some of the boldest thinkers in business, as evidenced by the 79 real estate professionals we spotlight in this issue. Whatever their role, each of these leaders is pushing the boundaries of development, design, construction, leasing and sales to keep New York City a vibrant heart of real estate innovation and economic growth. Read on to celebrate these trailblazers and their contributions to the essential fabric of the city.

Danielle Naftali

Executive vice president of marketing and design, Naftali Group



Scope of work: Danielle Naftali leads product development, marketing, sales and leasing for the real estate developer Naftali Group as executive vice president of marketing and design. She collaborates with external sales teams, overseeing all aspects of product development and brand identity.

Biggest career win: Naftali, who established the firm's brands for uptown projects, played a pivotal role in launching its South Florida arm, which led to Naftali Group's first South Florida development, JEM Private Residences.

Other contributions: Naftali contributes to real estate development programs at New York University and Columbia University, collaborating with professors to create case studies. She also works with the Southampton Arts Center and the Real Estate Board of New York.