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What is your new title?

What is your new title? Vice president of sales, The Geneva Organization, Minneapolis

What are your duties? I'm responsible for managing all aspects of tenant-in-common sales to securities brokers/dealers.

Did you choose this field or did it choose you? I graduated in the midst of a recession. Because I had student loans, I took the first job offered to me — in the commercial real estate industry as assistant to the president of AEI Fund Management in St. Paul. I was asked to research Section 1031 of the IRS code to determine the viability of creating tenant-in-common real estate investments to provide as replacement property to property owners who were selling business or investment real estate. Within the year, I was managing the new 1031 department. When I left AEI, I took a year off to spend time with my children and "recharge my batteries" before joining Geneva last month.

Describe a challenge and how you overcame it. I was meeting with a potential investor, his real estate attorney and his CPA. The attorney and CPA were adversarial and had made up their minds to advise against investing in my product. Because I was an expert in the 1031 exchange regulations and the investment, I was able to establish my credibility and the integrity of the investment. I not only closed the sale, but the attorney and the CPA also ended up referring other clients to me. The lesson is ... making sure you walk into a meeting knowing every possible question that could be asked and being able to answer with authority.

Whom do you admire and why? My mother is my role model. I learned to be organized through her example. She had more energy than anyone I've ever met and raised eight children to adulthood with equanimity, love and humor.

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