



Carrie Villani

Leslie E. Robertson
Associates

Carrie Villani, Director of Marketing for Leslie E. Robertson Associates (LERA), Consulting Structural Engineers, has shown her leadership skills and passion for the AEC industry throughout her 15 year career. Carrie developed her career based on her passion for the built environment and collaboration with the creative talent who make projects possible. As Director of Marketing for LERA a WMBE certified structural engineering firm with four offices worldwide, Carrie manages a marketing team and works closely with firm Partners and Associates on business development efforts promoting LERA's long tradition of innovative design and advances in technology that has brought them to the forefront of the engineering profession. Carrie leads the proposal process, public relations, award submissions and marketing strategy for the firm. Some of the recent projects Carrie has been involved with include the Vagelos Education Center for Columbia Medical Center, World Trade Center Tower 4, the Lucas Museum of Narrative Arts, multiple large scale mixed-use international towers and developments and the Women's Building in New York City. Carrie has an expertise in leading firms through rebranding efforts and has been awarded four SMPS-NY Communications Awards including two People's Choice Awards and two Brand Identity Awards for branding projects at LERA and previously at a national architecture firm.

Carrie is currently on the Board of Commercial Real Estate Women of New York as Chair of the Communications and PR Committee and previously served on the Board as Co-Chair of the Sponsorship Committee. She is also dedicated to the Society for Marketing for Professional Services New York Chapter. She has served as the Chair of the Coordinators Club since 2013, leading an initiative of education, outreach and knowledge sharing for developing marketers that serves to enhance their careers in the AEC industry.

Carrie holds a Certificate in Marketing Strategy from Cornell University, Samuel Curtis Johnson Graduate School of Management and received her Bachelor of Fine Arts Degree from School of Visual Arts where she majored in architectural photography which was her entry into the AEC and real estate industry.

"As a marketer, I collaborate with all levels of staff at LERA and my connections in the industry across market sectors. I partner with firm leadership on strategy and project transactions and enjoy mentoring emerging professionals at LERA and through the SMPS and CREW. I am incredibly proud of LERA's achievements as a diverse, women and minority owned firm with an internationally renowned portfolio. Creativity and drive are core elements of the firm and it is thrilling to be a part of."