

## Influential Women

### IN INSTITUTIONAL INVESTING



#### Cathy Marcus

Co-CEO and Global Chief Operating Officer  
PGIM Real Estate

Cathy Marcus, co-CEO and global chief operating officer of \$210 billion PGIM Real Estate, acknowledges she had “no plan B” when as a 17-year-old she set her sights on a real estate career.

She earned her undergraduate degree in real estate finance from the Wharton School at the University of Pennsylvania and a master of science in real estate investment and development from New York University.

She wasn’t following a long line of real estate investors on her family tree. Rather, she was propelled by a desire to go into business and her interest in architecture and the built environment, Marcus said.

Marcus said her proudest accomplishments have been her efforts to support and elevate women in the real estate business. She is a member of the board of directors for the PREA Foundation, which works to expand opportunities and access to the institutional real estate industry to diverse talent.

“(The industry) is markedly different than it was when I started in 1998,” Marcus said.

She said she is “gratified” not only by the younger women entering the industry but the strong set of midcareer women in their 40s across the real estate business today.

Marcus advises midcareer female executives to keep learning and keep fighting their way up the business ladder.

“Midcareer becomes frustrating” because the more senior a person becomes, the fewer promotion and development opportunities available, she said.

“Be patient and continue to assert yourself,” said Marcus, who describes herself as an introvert and said she wishes her younger self had networked more. “If you want to take on a larger role, you have to go and ask for it.”

— ARLEEN JACOBUS