

#CREweek

Q&A with Jenna Geigerman:



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Will/Has the pandemic accelerate(d) the trend of coordinating the various corporate functions of real estate, HR and IT?

COVID has been a catalyst for collaboration between departments, not only to solve the short-term challenges of helping employees work remotely and return safely, but also for a shared vision of the post-COVID built environment, technology experience, and culture/norms. We have learned that helping employees work effectively in times of crisis and change requires alignment not just between the three key areas of real estate, HR, and IT but also global security, communications, legal, and finance teams. It takes a village to define and create the new workplace village.

How does the current environment present corporate real estate professionals with an opportunity to lead in their companies?

After the decision was made for everyone to work remotely, the discussion turned to why, how, where, and when to return people to the office. Those are all questions that require leadership from real estate to craft and execute solutions. In many companies including Citrix, the passion, project management skills, and strategic vision of the real estate team was well-suited to taking the lead on processes, checklists, training, communications, and employee engagement. The boots on the ground represented in facilities made Real Estate & Facilities Services a key department in every aspect of the discussion and planning both during COVID and post-pandemic.



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