



# COMMERCIAL REAL ESTATE

A SPECIAL SECTION BUILT BY THE DAILY REPORTER

## Q&A: Meet Denise LeDuc-Froemming, new CEO of IREM

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Denise LeDuc-Froemming recently became chief executive officer and executive vice president of the Institute of Real Estate Management, an international group of real-estate managers based in Chicago. With her, she has brought more than two decades of association experience.

LeDuc-Froemming recently talked to The Daily Reporter about her plans for the organization and thoughts about how the industry is affected by events like Milwaukee's ongoing commercial building boom and changes in technology. The interview was condensed and edited before publication.

**The Daily Reporter:** Can you talk about your background leading associations and how those experiences fit in with your new role at IREM?

**LeDuc-Froemming:** My previous responsibilities in association management have concentrated on balancing the

organizations' needs to move forward on parallel tracks, those being attaining peak operational day-to-day and year-to-year performance while concurrently



**LEDUC-FROEMMING**

fulfilling strategic mandates leading to mid-range and longer-term successful transformations.

Instilling and managing this new duality is our mission at IREM. We must manage for today while concurrently putting the elements in place for the future.

IREM has a strong foundation which we will build upon and a strategic plan in place to further enhance the reputation of the association and its members.

The sum of the efforts will benefit real estate managers as well as the management companies and properties for which they are responsible. IREM is committed to providing education, products and services and will be modifying tools currently available and introducing new initiatives that will enhance our members' position in the marketplace. IREM also is

dedicated to equipping the next generation workforce with the knowledge necessary to drive their own careers.

**TDR:** What are your objectives as the new chief executive and executive vice president of the group? Any specific initiatives you hope to see expanded or improved?

**LeDuc-Froemming:** My ultimate goal is to help IREM continue on a path of greatness and to make sure that we're delivering what members need to do their job better today, tomorrow and well down the road. My three top objectives for the coming year include: Making certain everything we do delivers value; making significant progress executing the strategic plan; and engaging staff in several new programs which move the association toward meeting its future goals.

Within the strategic plan there are specific initiatives that are being expanded in 2018: AMO Next-Generation Leadership Program, 30 under 30 Program, international chapters and programs and collaboration opportunities with industry partners.

“ As in all worlds, technological advances are changing the way business is done and the skills that are needed to successfully navigate the real estate market. Dualities exist not only in the way we work but also in the way we contend with real estate management. There are technologies that are designed to be enhancers and can potentially also be disruptors.

**DENISE LEDUC-FROEMMING,**  
IREM CEO

**TDR:** There's a notable building boom going on around the U.S., especially for residential and commercial projects. Do these new developments pose

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