

2025 Talent Management Meeting

University of Massachusetts Club, One Beacon Street, Boston | July 16

WEDNESDAY, JULY 16	
8:00am	Breakfast
8:50am	<b>Welcome Comments &amp; NAREIM Talent Management Committee Update</b> <b>Co-Chair: Kristen Greenwood</b> , Senior Vice President–HR, AEW Capital Management <b>Co-Chair: Megan Easley</b> , Vice President, People Operations, Unico Properties
8:55am	Attendee Introductions
9:00am	<b>Professional Development for Talent Leaders</b> <b>Session leader: Genevieve Monteiro</b> , Director, Equity Diversity Inclusion & Talent, BGO <b>Speakers: Nicole Stenclik</b> , President, Akrete; <b>Jessica McBride</b> , Public Relations & Analyst Relations Manager, Payscale; <b>Kathleen Jinkerson</b> , Vice President HR & Total Rewards Solutions, The Talent Company Ltd. <ul style="list-style-type: none"><li>Members will begin the day with a workshop on personal branding, with an emphasis on elevating presence and influence as an HR leader.</li><li>Through a spotlight conversation with speakers, guided self-reflection and group discussion, attendees will gain practical strategies and tools to define, strengthen and communicate their professional brand as industry thought leaders.</li></ul>
10:30am	Break
10:45am	<b>Internal Communications &amp; Marketing Best Practices</b> <b>Session leaders: Meredith Schmitt</b> , Vice President, Talent Acquisition, Revantage; <b>Megan Easley</b> , Vice President, People Operations, Unico Properties <b>Speaker: Lindsey Luker</b> , Marketing & Communications Manager, Cabot Properties <ul style="list-style-type: none"><li>How do we get employees the information they need in a format that they will consume? How do we engage employees and motivate them to action? NAREIM members will consider what resources HR teams across organizations of various sizes have available to get their key points across effectively. Then, in an interactive workshop session, members will deep dive into:<ul style="list-style-type: none"><li>How to communicate big system changes within timeframes</li><li>How to track who gets what communication when, across a distributed workforce</li><li>How to attract new talent and allow existing talent to feel connected to your employer brand</li></ul></li></ul>
12:00pm	Lunch
1:00pm	<b>All About Pay Bands</b> <b>Session leaders: Aimee Hughes</b> , Director, Human Resources, Cabot Properties; <b>Tara Greco</b> , Human Resources Director, Construction, Carmel Partners <b>Speaker: Charlie Apfelbach</b> , Managing Director, Compensation Consulting, Ferguson Partners <ul style="list-style-type: none"><li>What are salary bands and why do companies use them?</li><li>What are the benefits and pitfalls of having them?</li><li>What are the compliance and regulatory considerations, including rules that differ from state to state?</li><li>How do firms navigate questions, prompted by pay bands in job postings, from existing employees?</li></ul>
2:15pm	Break

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WEDNESDAY, JULY 16 <i>continued</i>	
2:30pm	<b>Performance Management</b> <b>Session leaders:</b> <b>Kristen Greenwood</b> , Senior Vice President–HR, AEW Capital Management; <b>Stephanie Effros</b> , Director, Talent Acquisition & Development, Carmel Partners <ul style="list-style-type: none"><li><i>This session explores best practices across review timing, rating systems, feedback cadence and manager enablement, drawing from real-life examples.</i></li><li><i>Following a brief overview of common performance frameworks, attendees will hear a member case study plus varying perspectives before breaking into guided, small-group exercises designed to help attendees share learnings with peers and come away with creative solutions.</i></li></ul>
3:45pm	End of meeting

2025 TALENT MANAGEMENT COMMITTEE

NAREIM thanks the 2025 Talent Management Committee members, including:

**Co-Chair:** **Kristen Greenwood**, AEW Capital Management; **Co-Chair:** **Megan Easley**, Unico Properties; **Genevieve Monteiro**, BGO; **Aimee Hughes**, Cabot Properties; **Tara Greco** & **Stephanie Effros**, Carmel Partners; **Meredith Schmitt**, Revantage

For 30 years, NAREIM has been the home of real estate investment management benchmarking and best practice education. Our focus is on peer-to-peer networking, where the only conversations are candid and brutally honest. You come to NAREIM to understand what is working and what is not working among peers. NAREIM is where you understand what the industry is really thinking.

NAREIM represents 9 functional areas within the real estate investment management firm, providing in-person and virtual connections for each group throughout the year:

- **Architecture, Engineering & Development**
- **Asset Management**
- **Capital Raising & Investor Relations**
- **Data & Information Management**
- **Executive Officer**
- **Legal, Compliance & Risk**
- **Portfolio Management**
- **Sustainability**
- **Talent Management**

NAREIM CALENDAR 2025		
September 9–10	Architecture, Engineering & Development	NYC
September 17–19	Executive Officer	Denver
October 7–8	Data & Information Management	Nashville
November 5	Legal, Compliance & Risk	Chicago
November 12	Compensation Strategies	Virtual
December 3–4	Capital Raising & Investor Relations	Chicago
NAREIM CALENDAR 2026		
March 3–4	Sustainability	Austin
April 23	Hispanic Real Estate Roundtable	NYC
June 2–3	Asset Management	NYC
June 3–4	Portfolio Management	NYC
July 14–15	Talent Management	Atlanta

Please note, virtual meetings are organized at the request of functional group committees and will be scheduled through 2025. Please check the NAREIM website regularly for more details. [www.nareim.org](http://www.nareim.org)