

SmartCEO's EXECUTIVE MANAGEMENT AWARDS

## AKAM LIVING SERVICES, INC.

Location: New York, NY  
Founded: 1983  
Industry: Real estate services

**Barbara Dershowitz**  
VP of Corporate Development,  
Training and Communications  
Years in role: 8

**TEACHING AND LEADING:** At AKAM Living Services, the parent company of seven real estate service companies, Barbara Dershowitz's job is primarily to educate all employees in the industries the company serves and to train all employees in corporate culture.

**PROACTIVE APPROACH:** At AKAM, the biggest challenge is the fact that there is no educational barrier to entry or practice in the New York residential management industry. This means that there are no industrywide standards of performance or government or agency oversight. To address this, Dershowitz, who has experience as an educator, created a comprehensive, in-house training program that leads to a proprietary professional credential: the AKAM-RMP (Residential Management Professional).

**JILL OF MANY TRADES:** Dershowitz and AKAM CEO Leslie Kaminski have been working together for close to 30 years. Her relationship with Kaminski has informed her about the ways to conduct oneself in business and the proper way to create and operate a successful business.

**FUN FACT:** In her spare time, Dershowitz enjoys painting fine art on rocks.

**FUN FACT:** Perlich grew up in East Germany, can stand up on a running horse and can bench press 190 pounds.



## THE BREAST CANCER RESEARCH FOUNDATION

Location: New York, NY  
Founded: 1993  
Industry: Nonprofit

**Sabrina Dupré**  
Chief Communications and  
Engagement Officer  
Years in role: 1

**INSPIRING OTHERS:** Sabrina Dupré, chief communications and engagement officer for The Breast Cancer Research Foundation, tends to think in big "blue sky" terms. That means it's often relatively easy for her team to be inspired because she believes in big possibilities — as long as they make good business sense.

**HUMOR AND PASSION:** Dupré leads by example and recognizes the unique skills and contributions each individual can make, while still allowing room for failure and constantly encouraging individual and team learning. She encourages her team to work with honor and passion, two qualities she believes are essential to maintaining a successful team culture.

**LEADING OTHERS:** Recently, Dupré has been challenged with hiring a number of new team members. As with any kind of team growth, integrating with existing team members has been challenging, but Dupré has seen it as a tremendously exciting opportunity. She is mindful of setting each member of her team up for success.

**"Be yourself, but be your best self. As leaders, we have the responsibility to nurture the next generation of leadership, and the way to do that is by modeling the best behavior we would want to see for the future of our organization."**

*Sabrina Dupré, chief communications and engagement officer, The Breast Cancer Research Foundation*

## DSTILLERY

Location: New York, NY  
Founded: 2008  
Industry: Technology

**Claudia Perlich**  
Chief Data Scientist  
Years in role: 3

**FINDING THE RIGHT TEAM:** Chief data scientist Claudia Perlich believes innovation happens at the intersection of creativity, intellectual freedom and excellence. Ultimately, though, she knows that a company's success is all about people. She has placed a premium on cultivating a spirit of innovation and on attracting, motivating and retaining exceptional talent to work at Distillery.

**A BRILLIANT MIND:** As a leader in data-driven processes, Perlich drives Distillery's efforts to provide actionable client insights and to clarify industry-wide issues around performance measurement and ad effectiveness. "She has emerged as arguably the most prominent data scientist in our industry," says Tom Phillips, CEO of Distillery.

**COMPANY CULTURE:** As a leader, Perlich has provided an environment of freedom, collaboration and challenges to her team that has enabled them to explore their full potential. From inception, Distillery has been exceptional in setting this kind of stage. The company enjoys a widespread culture of openness and uncompromised intellectual honesty, combined with a respect and appreciation that each team member is really good at what they've chosen to do.

## EVERYDAY HEALTH

Location: New York, NY  
Founded: 2002  
Industry: Online media

**Scott Wolf**  
Chief Revenue Officer  
Years in role: 8

**RECOGNIZING TRENDS:** The biggest challenge that chief revenue officer Scott Wolf has overcome at Everyday Health is the speed at which things change in the digital marketplace. Strategies that once might have been successful need to continually evolve. Wolf's forward thinking, such as recognizing the importance of mobile advertising in the marketplace, has been one way to overcome those challenges.

**LEADING THE WAY:** As a leader, Wolf inspires his team in a challenging but positive and goal-oriented way. He believes in allowing his team to perform at their maximum potential. It's a cornerstone of Wolf's leadership strategy to get his team members to believe in themselves and believe in the team.

**CLIMBING THE MOUNTAIN:** Since Wolf joined Everyday Health in 2005, his vision was to "climb the mountain" and get the company to \$100 million in revenue. Now that the goal has been met, Wolf has set his sights on reaching higher peaks — \$250 million.

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**AKAM Living Services salutes our colleague**

**Vice President  
Barbara Dershowitz**

and all of the  
2014 SmartCEO  
Executive Management  
Award Winners.

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**CONGRATULATIONS Scott Wolf**

SmartCEO 2014 Executive Management Award Winner

From your team at **everyday HEALTH**

*"Perform at your best when your best is required. Your best is required each day." – Coach John Wooden*