

Brookfield Properties Celebrates Women's Voices as a Key Driver of Workplace and Business Growth

Category: Business

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Workplaces thrive when diverse voices shape their culture, drive innovation, and fuel success. Recognizing the invaluable contributions of women, Brookfield Properties marked International Women's Day with **#ShotAtBrookfieldProperties**-a campaign by the women, for the women, to the women.



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The campaign, an initiative designed to amplify women's voices across Brookfield Properties, featured insights from women in the workplace. Participants were asked a simple yet powerful question: **"What's one piece of wisdom you'd share for women in the workplace"** Their responses highlighted resilience, ambition, and the collective impact they make every day.

Brookfield Properties values gender diversity as a cornerstone of an inclusive and thriving workplace. In line with this commitment, the Brookfield Properties Women's Network (BPWN) was established as a dynamic community dedicated to empowering women to achieve their career aspirations, fostering a more diverse, equitable, and inclusive workplace culture, and contributing to the success of the company.

Reema H. Kundnani, Senior Vice President, Marketing & Key Account Management, Brookfield Properties, stated, *"Great workplaces are built on diverse voices and strong cultures. This initiative reflects Brookfield Properties' commitment to creating spaces where women are heard, valued, and empowered to shape the future."*

This campaign highlights the vital connection between marketing and workplace culture-shaping perception, strengthening engagement, and building environments where people and businesses thrive.

Watch the campaign video – youtu.be/740sCk3Mg_osi=SjJwaNTTGIFX18HU

