

C&S PARTNERS WELCOMES A NEW PARTNER

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Charlotte Wade joined the firm as a Partner earlier in September. She is taking C&S Partners to a new level with the introduction of another asset-intensive industry: Real Estate. Based in Washington, Charlotte will work with global clients.

TELL US A BIT ABOUT YOUR BACKGROUND

Charlotte. I am a native of Washington, DC and have lived here my entire life. Investment and Corporate Real Estate has been a passion of mine for over 25 years. Work has taken me as far as Moscow and Shanghai, but primarily I have focused on Tier One and Tier Two markets within the continental United States, and therefore developed a deep understanding of these markets. In addition to serving in leadership roles for REITs ("Real Estate Investment Trusts"), privately held companies and institutional owners, I have been fortunate to have gained broad experience across multiple asset classes, including office, retail multifamily, industrial, lab, secured space, and mixed-use assets.

Over my career I have developed a particular interest in the space where the energy of change meets real estate. Change doesn't always come easily, but it does always arrive whether we have prepared for it or not. Today, perhaps more than ever before, there is a need for companies and investors to align their real estate holdings and obligations with sustainable objectives and safe operating practices. In some cases, this involves careful forensic analysis of leases, ground leases, easements, debt structure, and operating practices. In others it involves complete repositioning of the assets themselves or an entire portfolio of holdings. In either case, it always begins with embracing change as the catalyst for continuous transformation.

WHAT ATTRACTED YOU TO JOIN C&S PARTNERS?

When I first met with C&S Partners, their offering around "Leader-Shift" immediately resonated with me because it is exactly what I have been doing for decades within the real estate sector. Together with C&S Partners, I strongly believe that leadership and talent are the enablers of any transformation. This is valid for the Energy sector, Real Estate and certainly many others. In addition, both the O&G and Real Estate sectors are at the center of the ongoing energy transition. This transition won't happen without the full engagement and commitment of the people working in those sectors and I'm excited to be an active part of this shift.

I am mindful that the world is on the precipice of profound change in nearly any way you can define it. I am incredibly excited to work with such a gifted team of partners at C&S. Together,

we are working to shepherd leaders and organizations through the paradigm shifts with grace and fearless leadership toward successful outcomes.

WHAT ATTRACTED YOU IN THE MOTTO “MATERIALIZING LEADERSHIP”?

This motto continues to inspire me each time I hear it. It is like a call to action, an audible bell of sorts, that warns of the dangers of complacency. For me, “materializing leadership” is the process of helping organizations strategically mine their own talent, strengths, and leadership to build concrete, tangible and measurable results. It is about organizations taking strategic steps to put into practice the concepts of their own mission statement and commitments to stakeholders.

WHAT GOALS DO YOU HAVE WITHIN C&S PARTNERS?

Well, I have several. Where to start? C&S’s activities with M&A and other “COM-MANDO Operations”, align beautifully with my commercial background and organizational transformation philosophy. Fearless change, which defines my practice, resides strongly within C&S Partners as well, as it combines the offerings in leadership development, team alignment and effectiveness, as well as everything it implies in terms of “Leader-Shift” and talent strategies.

Also, I’m thinking about the disruption created by the ongoing pandemic. We believe that health and safety has become a more pressing and impactful issue for many sectors, and this will require leaders to pivot their focus toward mitigating these risks. This is why we also work in partnership with Hogan to help companies from many sectors accelerate their safety culture.

We also plan to integrate strategic corporate real estate services into our already impressive suite of offerings. This includes things like facilities management and operating practices, deployment of facility sustainability initiatives, project management, landlord or tenant lease negotiation, real estate acquisitions/dispositions, due diligence, underwriting, valuation, market position, just to name a few off the top of my head. In many cases, organizations with mission statements that involve environmentally and socially responsible goals such as the reduction of carbon footprint, for example, are finding that corporate real estate realignment is critical to the success of these goals.

WHO IS YOUR TYPICAL CLIENT?

As I mentioned earlier, my primary interest is change management in all its various forms, although I choose to approach it as “transformation” rather than “change”. I think of it as being a shepherd of “Fearless Change”. My typical clients are organizations who are in need of organizational transformation and need some help to “unstick” the process. Sometimes it comes as a result of a recent or ongoing merger or acquisition. Other times it is simply born from the recognition that the company must transform if it is to survive the current and future market conditions. Most recently I find that the concept of fearless change has really resonated with companies who are grappling with how to get “back to normal” following periods of pandemic, social unrest, political pressures, etc. Business continuity has taken on an entirely new significance across the globe. We help companies refortify their market position, navigate operational facilities management, and realign human capital to improve teamwork and streamline cross-pollination of best practices.



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