



## Leslie Keidan

### Vice President New York

#### Professional Experience

Leslie Keidan has joined the New York office of Cresa as a Vice President of Transaction Management. A detail-oriented professional with a proven background in both sales and digital marketing, Leslie brings a unique and welcome skill set to Cresa. Her exceptional track record of driving multi-million-dollar sales growth, developing marquee accounts and delivering record profits and market share are all key indicators of success she directs at the real estate world.

Leslie is widely considered a key strategic thinker and a team player. Her solid communication skills have motivated teams nationally and she is tenacious when developing new leads. Achieving customer loyalty and forging long-term relationships are keys to Leslie's drive and results. A lifelong New Yorker who always had an interest in real estate, Leslie's passion led her to becoming a member of her building co-op board on the Upper East Side, a position she held for 2 years.

Prior to joining Cresa, Leslie worked at DJK where she handled both commercial and residential for her customers. Prior to real estate she worked for a variety of media companies on the sales side. Her last role in ad sales was with Triad Retail Sales where she was responsible for the creation, management and operation of online media programs for leading retail e-commerce website eBay. Leslie has also worked as a sales director for media holding company giant Gannett and held various sales and management positions with QuadrantONE, Time Warner Cable, Specific Media, Aquantive, Viacom and Cox Reps.

Most recently, Leslie worked at CBC Advisors as a Director of brokerage services. At CBC, she partnered with clients to understand their unique business needs and deliver best-in-class, consistent, innovative real estate solutions customized to their specific requirements.

#### Affiliations

Leslie is an avid tennis player and golfer, a certified spin exercise instructor and is involved with several charities.

#### Education

Leslie received her Bachelor of Arts degree in Political Science from Boston University.

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