

ORLANDO Business Journal

OBJ's 2007 Women Who Mean Business winners and finalists

Up-and-Comer of the Year

Winner: Robyn Moran

Title: Marketing director, Mercantile Commercial Capital LLC

First job and what it paid: \$12 an hour, office staff/ground crew for a commercial exterior cleaning company in Tallahassee during high school. I loved being able to split my time from being in the office and working on-site getting my hands dirty or up in a huge crane.

Favorite reward for yourself: Traveling and vacations

Favorite restaurant: Kobe Japanese Steakhouse and Sushi Bar

The one person who most helped you achieve success: Family and friends are always on the top of my list, and I am so grateful for my co-workers as well, whom I count among that group.

Also on that list are Chris Hurn and Geof Longstaff, our company's principals, and other strong mentors like George Livingston and others at NAI Realvest, the amazing women on the board of directors with me at CREW Orlando (Commercial Real Estate Women) and so many others that I count myself extremely lucky for knowing and being able to learn from them. I realize my

success is directly related to the wonderful people I have in my life.

Favorite thing about Orlando: How even though, to me, it is a very large city, it still feels like a small town when it comes to building relationships

Most important professional achievement in 2006: My biggest success this past year was my roll in our company's ACE Broker Program, in which we signed up 10 new correspondents to represent us in their respective markets. The marketing campaign alone was more than 50 steps. Even more demanding than that were

all the in-house preparation, logistics, infrastructure and management of this extensive undertaking. It will be rewarding for me to be able to say I helped grow this company from our very first loan closing all the way to being in more than 100 markets nationwide.

Most important business lesson learned in your life: I have no illusions to the fact that I'm still learning lessons daily. In fact, I'm awed by it. But I think the best lesson to learn



Moran

is "excellence." I strive for excellence in everything I do. There are so few people who actually do what they say they will, especially when they are stretched thin. And there are even fewer who will go a step above and beyond in everything that they do. I'm not naive enough to believe this is always the case with everything I do, because we all make mistakes or fall short sometimes. But when I take on something, I always challenge myself to aim for excellence. I can only hope it shows.