



Farrah Murphy
Project Manager
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What is one piece of advice or perspective you would share with women beginning their careers in the construction industry? Build relationships with other women in construction. Having a strong network of mentors, role models, and peers is especially important when you're starting out in a male-dominated field. Support, guidance, and shared experiences can make a real difference as you grow in your career.

What is something outside of work that brings you energy, balance or creativity? Staying creative through reading, writing, cooking, travel, and design helps me recharge and bring fresh energy to my work.



Liz Mason
Director of Preconstruction
Green Leaf Construction

What current or recently completed project, accomplishment or initiative are you most excited about, and why does it matter for your team, clients or community? The initiative I am most excited about is my new role as director of preconstruction at Green Leaf Construction.

Having been with the firm since its founding in 2014 as director of client services, this expanded role allows me to continue serving clients while leading the preconstruction process from concept through construction. I believe preconstruction is critical to project success, and I am excited to lead a talented team while delivering results rooted in Green Leaf's values and long-standing client commitments.

What do you wish more women knew about the opportunities available in the construction industry today? I wish more women knew how wide-ranging the opportunities in the construction industry truly are. There are roles for women at every level and in every discipline, from the field to the office. Construction is an exciting, collaborative industry that turns ideas from paper into buildings and spaces that serve clients and communities for years or even decades. For those who enjoy problem-solving, teamwork, and seeing tangible results, construction offers a rewarding and impactful career.

What habit or routine helps you stay focused or motivated during a busy week? Sounds simple, but I find that notetaking really keeps me focused – it brings clarity to complex tasks and helps me stay grounded.



Paula Balcius
Chief Financial Officer
Fulcrum Associates, LLC

What current or recently completed project, accomplishment or initiative are you most excited about, and why does it matter for your team, clients or community? I'm most proud of a major hospital MEP upgrade. We replaced decades-old boilers, chillers, and air handlers, but design issues with the air handlers put the project on hold for months. Multiple contracts moved at different paces under one umbrella, requiring careful cash flow, change management, and oversight. Navigating both technical and financial complexity, the team delivered reliable,

efficient infrastructure that supports critical hospital operations while demonstrating the value of disciplined project management.

What do you wish more women knew about the opportunities available in the construction industry today? Construction doesn't lack opportunity for women – it lacks awareness of where the power sits. Project management is the control room of construction, rewarding judgment, coordination, and follow-through. Women excel at systems thinking, foresight, and disciplined execution. Authority doesn't require volume – clear communication and accountability keep projects moving. Construction needs skilled project managers, not egos, and women already have the skills to succeed.

What emerging challenge or opportunity do you see shaping the construction industry in the next few years, and how are you preparing for it? AI is already reshaping construction project management, not through automation, but by enabling better decisions. It flags risk, predicts schedule slippage, and surfaces cost anomalies. The challenge is discipline – AI only works with good data. Firms that integrate AI into workflows amplify judgment and gain a competitive advantage.

What habit or routine helps you stay focused or motivated during a busy week? Quickly acknowledge communications, even if you can't act right away. Closing the loop builds trust and buys time.



Izabela Kennedy
Senior Project Manager
SV Design Architecture + Interiors

What current or recently completed project, accomplishment or initiative are you most excited about, and why does it matter for your team, clients or community? Our team recently completed a comprehensive design and construction documentation effort for a new YMCA facility in Falmouth, MA. It was a

rewarding and highly collaborative effort, with all parties prioritizing the needs of the community while remaining committed to the original design vision and mindful of budget constraints.

The completed design reflects a truly community-driven facility, conceived as both a social anchor and a premier aquatics destination, supporting Falmouth's role as a thriving hub for wellness and connection.

What is one piece of advice or perspective you would share with women beginning their careers in the construction industry? In architecture, I encourage everyone to seek firms where they can experience the full spectrum of the industry. At mid-sized firms in particular, adaptability and the ability to wear many hats are essential. That breadth of exposure helps you truly understand how a design practice operates, rather than being siloed into a single task for efficiency. Equally important is finding a firm with a deeper mission. Beautiful design matters, but work that meaningfully serves and strengthens communities is where real impact and fulfillment are found.

What is something outside of work that brings you energy, balance or creativity? Morning ocean walks reset me. Quiet, early steps clear priorities and spark my best design ideas.



Bianca Santos
Assistant Project Manager
Callahan Construction Managers

What current or recently completed project, accomplishment or initiative are you most excited about, and why does it matter for your team, clients or community? I've been working on a historic renovation and Passive House affordable housing project in Baldwinville, MA – the town's first new construction in nearly 20 years. It's been a great opportunity to learn the nuances of historic buildings while giving back to

the community. The project is already boosting the local economy, with trade partners supporting nearby businesses daily. Once complete, it will provide high-quality housing and has already sparked neighborhood improvements, including newly paved streets.

What do you wish more women knew about the opportunities available in the construction industry today? It is not as scary as it looks. In a predominantly male field, I see more and more women, with the trade partners and GC side. The construction industry is big, and gives you the opportunity to wear different hats, interact with a lot of different people, and learn new skills every day. It never gets boring.

What emerging challenge or opportunity do you see shaping the construction industry in the next few years, and how are you preparing for it? I believe it's the introduction of AI. Even though some people may be hesitant to use robots, I see this as an opportunity to facilitate our work and be more precise with takeoffs, buyouts, and scheduling. It amazes me when I see a trade partner on site using robots to like, layout the floor for example. It saves so much time; the Trade Partner can be more productive.

Share one fun or unexpected detail about yourself that colleagues might not know.

I'm Brazilian, but I don't like coffee or spicy food – people are always surprised when I say that.



Bethany Moody, AIA
Senior Project Manager
ICON Architecture

What current or recently completed project, accomplishment or initiative are you most excited about, and why does it matter for your team, clients or community? I'm energized by

my work at 31 Milk St., the largest office-to-residential conversion underway in Boston and a trailblazer for the city's PILOT program. Using historic tax credits, we're transforming a 1923 landmark into much-needed housing while preserving its façade and ornate banking hall lobby. Reuse of these historic buildings can be a rescue mission to keep them relevant and impactful: I'm protecting this piece of Boston's story but building for our future need and proving that rehabilitated building stock can anchor vibrant neighborhoods without the need for demolition.

What is one piece of advice or perspective you would share with women beginning their careers in the construction industry? I've built strong relationships in the field since early in my career, and I continue to learn from them and value that mentorship. Most importantly: respect your team, communicate clearly, and hustle. You won't have all the answers – step back, research, and engage your team to achieve the best possible outcome. Always follow through. Reliability, collaboration, and pride in your work earn trust and keep projects running smoothly.