NEW MEMBER PROFILE

Name: Alice Hogueisson, CFM, CFMJ  
Membership Category: Professional  
Title: Senior Vice President, Director of Facilities, Global Environmental Manager  
Certification(s): CFM, CFMJ  
Company: Edelman

Edelman is the world’s largest independent public relations firm, with offices in 60 cities and 4,000 employees worldwide, as well as affiliates in more than 30 cities. Edelman was named Advertising Age’s top-ranked PR firm of the decade and one of its “2010 A-List Agencies” and “2010 Best Places to Work;” PRWeek’s “2011 Large PR Agency of the Year” and “2011 Large UK Consultancy of the Year;” European Excellence Awards “2010 Agency of the Year;” Holmes Report’s “2011 Global Agency of the Year,” “Agency of the Decade” and “2009 Asia Pacific Consultancy of the Year;” and among Glassdoor’s top five “2011 Best Places to Work.” Edelman owns specialty firms Blue (advertising), StrategyOne (research), Ruth (integrated marketing), DJE Science (medical education/publishing and science communications), and MATTER (sports, sponsorship, and entertainment). Visit http://www.edelman.com for more information.

Last book read: - Steve Jobs, by Walter Isaacson  
Last movie seen: - Moneyball  
My Favorite Vacation City/Country: - Paris but end up in Idaho each year  
Favorite Sport and Team: Hawks, Bears, Sox

What has been the most challenging part of your job recently? And, have you made any changes to try and solve some of those issues? Like everyone doing more with less – learning to be creative in how you accomplish things with the huge bill at the end of the day.

What have been the most important steps in your life (schools, jobs, etc.) that have led you to where you are today? Earning my CFM allowed me showcase the knowledge that existed and my employer recognized what I could offer beyond what was then my role of office manager.

Many people who work within the FM world have to act as ‘leaders’ in their jobs. What do you think makes a good leader, and have you done anything recently that has made you a leader? Listen and respond with empathy, maintain or enhance your staff self-esteem, and ask for their help in solving issues.

A year from now, what will you have hoped to accomplish, professionally or personally? – I would love to break the Asia barrier in my job within Edelman.