

# SAN FRANCISCO Business Times



Image: C/o Stephanie Versin

Stephanie Versin, Veritas Investments

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*Editor's note: This is an interview with one of the outstanding professionals in our 2022 class of Most Influential Women in Bay Area Business. To read all of the profiles of this year's class, [click on this link](#).*

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## **Stephanie Versin**

*Head of marketing & leasing, Veritas Investments*

**Age:** 47

**Education:** MBA from the Management and Business School of Rouen, France

**What your company does:** A technology-enabled real estate investment and management company that specializes in sustainably operating mixed-use multifamily properties in major West Coast markets.

**Youth sports involvement:** I used to play indoor volleyball back in the day. Being short, I was the “setter” on the team — the person who distributes the ball and strategizes the attacks of the team. I am still the “setter” on my team. I receive the overall goals and strategies from the executive team and I set the team with strategies/tactics for the next move to win the point and achieve goals.

**Biggest challenges facing female leaders:** Being treated equally. As a leader, I always dedicate copious amounts of my time listening to my team, helping reduce their stress, developing confidence and self-awareness, teaching self-advocacy for quicker advancement and encouraging effective communication. I used to be terribly shy and I used to shy away from speaking on my accomplishments for fear of being judged boastful. I also thought that I needed to shrink myself to seem non-intimidating. After years of coaching and therapy, I have gained the confidence to know that I deserve to be here, that my voice, opinion and experiences matter and I must be taken seriously.

**Surprising fact:** I have never thought I would be a leader one day. I was lucky enough to find myself in contexts which supported my motivation to lead and also increased the likelihood that others would recognize and encourage my efforts.