

# ARIDO

## 2024/25 BOARD OF MANAGEMENT



Association of Registered Interior Designers of Ontario  
Nomination for position of Director.

**Name:** Lisa Fulford-Roy

**Bio:**

Lisa Fulford-Roy, SVP Client Strategy at CBRE is a senior executive of real estate and workplace strategy. With over 30 years experience, Lisa spearheads industry advancement by aligning client business objectives with smart, executable real estate strategies. Lisa also serves on the National Leadership and Management team, contributing to CBRE Canada's business priorities and strategic initiatives.

Under her leadership since 2016, CBRE established a thriving workplace strategy business across Canada. In her current role, Lisa fosters a culture of collaboration with colleagues and clients. She engages CBRE's enterprise experts to curate best in class advice and solutions that address the complex challenges faced by today's corporate occupier clients. Through advocacy, thought leadership and expertise, Lisa is advancing CBRE's value proposition of being... "more than just real estate".

"My passion is to help solve the increasingly complex challenges of corporate real estate occupancy and explore viable strategies that enhance employee experience and engagement while remaining laser focused on our client's core business priorities and vision."

With this determination, Lisa has led organizational and industry norm changes that positively impact an organizations' ability to attract and retain talent, enhance their organizational culture and optimize their occupancy. For clients contemplating transformational change and seeking board of directors' buy-in, Lisa builds the business case for change demonstrating the long-term real estate value through portfolio repositioning and change management strategies for effective and sustained change adoption.

As a sought-after thinker who challenges industry norms and shares innovative industry knowledge lisa is often asked to provide her perspective through speaking engagements and in the media. Her ability to challenge and positively advance the industry has also been fostered by serving on industry boards of director with DIAC (the Design Industry Advisory Committee), the CoreNet Global Canadian Chapter and Toronto CREW.

Since 2020, Lisa has led the Canadian Women's Network at CBRE and is a delegate the CBRE Americas Women's Network to advance greater DE&I and addressing the historical gender bias in the male-dominated real estate sector. On a more personal level, Lisa comes from a long history of teachers in her family and her inspiration lies in continuous learning, giving back to the industry and bringing future generations forward. In her personal time, Lisa is an active mentor to members of NAIOP, ARIDO, IDC and global colleagues at CBRE and has assisted masters' students, developed vocational curriculum and undertaken sessional teaching.

## Statement:

As a long-standing member of ARIDO and an advocate for the ongoing recognition of interior design, I am passionate about advancing the strategic goals of the organization specific to fostering engagement, reinforcing value and inclusive engagement.

I believe that my professional experience in the industry, volunteerism and my perspective of ARIDO's history can positively contribute to ARIDO's goals by leveraging:

- 30 years of practice working with corporate occupier clients in meeting their strategic goals
- serving as a volunteer for various member organizations for over 20 years including ARIDO
- acting as a board member and executive for various member organizations including DIAC for a total of 11 years
- leading CBRE's Women's Network in Canada with a focus of DE&I
- my professional journey of design, strategy, real estate and navigating complex projects and priorities

At this stage of my career, I would welcome the opportunity to continue ARIDO's advocacy for Interior Design as a recognized profession and- I align with the importance of the goals and objectives as outlined in the strategic plan. Where feasible, I would also be open to leveraging my personal and professional connections in the industry to advance professional recognition by the Province. Lastly, I am personally grateful for the opportunity to give back and contribute to the diverse and talented industry that we have become and continue to aspire to be.

## Education:

Masters of Corporate Real Estate, CoreNet Global  
Environmental, Social, and Governance Level 2 Certification, CoreNet Global  
Certificate of Indigenous Awareness, First Nations University of Canada  
Environmental Design – Ontario College of Art & Design (OCAD University)  
Interior Design Studies – Cégep du Vieux Montréal  
Magazine Journalism – Ryerson University

## Professional Experience:

- Senior Vice President, Client Strategy, National Occupier Group | CBRE Canada - Sept 2018 – Present
- Managing Director, Workplace Strategy | CBRE Canada - Jul 2016 – Sept 2018
- Principal & Senior Vice President, Client Strategy | HOK - May 2011 – Jul 2016
- Senior Team Lead, Client Engagement & Business Development | figure3 - May 2004 – April 2011

## Professional Affiliations:

Interior Designers of Ontario Member (ARIDO)  
Interior Designers of Canada Member (IDC)  
Prosci Change Management certified (CMP)  
CoreNet Global Canadian Chapter Member (Past-President, MCR Designation)  
Toronto CREW Member (Past Board Member)  
DIAC Board Member  
LEED Accredited Professional  
NCIDQ Interior Design Cert.

## Volunteering:

ARIDO (Governance Task Force)  
CoreNet Global Canadian Chapter (REmmy Awards, Programs, Golf, Communications, Past Presidents' Advisory Council)  
Toronto CREW - Toronto Commercial Real Estate Women (Communications, Golf and Programs Committees)  
NAIOP Greater Toronto Mentorship Program (Education Series)  
ULI Spring North American Conference (Tour Host - The Post-Pandemic Office)  
CBRE Canada Women's Network Chair and Americas Delegate  
Road Hockey to Conquer Cancer (Fundraiser)  
JRDF Ride for the Cure (Fundraiser)

**Lisa Fulford-Roy**, MCR, ARIDO, IDC, NCIDQ, LEED AP, Prosci  
SVP Client Strategy | CBRE Limited | 647 646 8302 | [Lisa.Fulford-Roy@cbre.com](mailto:Lisa.Fulford-Roy@cbre.com)

