

## *The Most Influential Women in Bay Area Business*



### **Jeanne Myerson**

*President and CEO, The Swig Co.*

**Residence:** San Francisco.

**Education:** B.A., anthropology and Spanish, Grinnell College; master's, city and regional planning, Harvard University.

**Board memberships:** BRE Properties chair; City National Bank Northern California; Fisher Center for Real Estate; Urban Land Institute (ULI); Lambda Alpha REIAC local chapter.

**Community involvement:** Uptown/Lake Merritt Community Benefit District; French American International School audit committee.

**Proudest professional accomplishment:** Launching a successful company growth strategy while also positioning The Swig Co. to withstand the economic downturn. We're healthy and poised to take advantage of future opportunities.

**Strategy for success in a tough economy:** Maintain a solid balance sheet, articulate clear goals to your organization, communicate frequently with investors and be extra thoughtful about decisions.