



MAGAZINE

PROPERTY TECHNOLOGY

VISIONARIES SHAPING THE FUTURE OF PROPERTY TECHNOLOGY

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Nikki Greenberg

A Visionary
Transforming
Real Estate

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THE FUTURE OF AI IN PROPTECH

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Transforming Real Estate

An Interview with
PropTech Visionary
Nikki Greenberg



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Image Credit: Nikki Greenberg

In the rapidly evolving world of property technology (PropTech), few have made as significant an impact as Nikki Greenberg.

With a diverse background spanning architecture, property development, and digital transformation, Nikki has become a leading voice in integrating technology with real estate. Property Technology Magazine sat down with her to discuss her journey, insights, and vision for the future of PropTech.



Interview by Bianca Ford
Property Technology Magazine
Founder & CEO

Q1 NIKKI, YOU'VE BEEN A TRANSFORMATIVE FIGURE IN PROPTech. WHAT INITIALLY DREW YOU TO THIS INTERSECTION OF PROPERTY AND TECHNOLOGY?

NG By trade and training, I am an architect. I spent five years designing shopping centers, mixed-use masterplans, luxury condominiums, and residential properties. After completing business school, I transitioned into property development because I preferred being on the client side, where I could have more influence over projects.

In 2017, I moved to New York to pursue my dreams further. Attending real estate events was pivotal; it was there I discovered real estate technology events that excited me. I saw technology as a tool to solve industry challenges innovatively—making properties more fantastic through digital solutions that are often quicker, cheaper, and more flexible to implement.

Upon arriving in New York, I prioritized connecting with various vendors and their technologies, attending conferences, and immersing myself in the PropTech landscape. I advocated for integrating emerging technologies into my projects, driven by curiosity and the belief that PropTech is the future of real estate, offering efficiencies and enhanced experiences for customers and stakeholders alike.

Q2 CAN YOU RECALL A DEFINING MOMENT IN YOUR CAREER THAT SOLIDIFIED YOUR PATH IN THIS INDUSTRY?

NG A pivotal moment was moving back to Australia during the pandemic and joining (Queensland Investment Corporation) QIC, which managed about \$22 billion in real estate assets. As the Head of Technology, Strategy, and Digital Management, I oversaw the digital transformation of QIC's real estate vertical, focusing on customers, investors, and assets. My role was to innovate and leverage technology to achieve organizational goals—bringing value to investors and creating exceptional experiences for tenants and the broader community.

QIC was eager to embrace a digital strategy, setting a forward-thinking path for the organization. Coming from New York with a diverse background in luxury real estate and architecture, I helped instill a culture of innovation.

Despite being a small team, we scaled our projects effectively by cherry-picking initiatives that offered the most value, delivering quick wins, and implementing broader strategic initiatives.

This experience solidified my commitment to PropTech and demonstrated the transformative power of technology in real estate.

Q3 YOU'VE CHAMPIONED THE ROLE OF WOMEN IN TECHNOLOGY. WHAT CHALLENGES HAVE YOU PERSONALLY FACED?

NG I prefer not to focus on my role as a woman in technology. Instead, I believe women should emphasize their abilities and expertise, proving themselves through their work. When discussing diversity, it's essential to let women share their career paths and knowledge without centering the conversation on gender issues.

I created the global networking and thought leadership group Women in PropTech in 2018 to provide more women a platform to showcase their professional capabilities. We're a group of PropTech experts who discuss technology and its impact on the real estate industry. We leave discussions of gender-centric themes to other groups.

Q4 CAN YOU SHARE A PROJECT OR INITIATIVE THAT YOU ARE PARTICULARLY PROUD OF THAT SHOWCASES INNOVATION IN PROPTech?

NG I spearheaded a project in Digital Masterplanning for a shopping center that was being developed into mixed-use. This initiative focused on designing the digital experience from the user's perspective. For instance, we mapped out the journey of an office worker arriving by car, using technology to find parking, navigate elevators, and access their workspace seamlessly through an app.

We created user journey maps for various stakeholders—residents, workers, cleaners, executives—and identified technological interventions to enhance their experiences and find efficiencies. The project encompassed vision setting, user journey mapping, technology assessment and procurement guidelines, pilot testing methodologies, and a rollout strategy with a governance framework. This human-centric approach laid the foundation for implementing technology at a portfolio level, ensuring that our initiatives were strategic and aligned with our organizational goals.

Digital Master Planning Framework

- 1 Vision Setting**
Establishing clear digital transformation goals
- 2 User Journey Mapping**
Tracking stakeholder experiences and touchpoints
- 3 Technology Assessment**
Evaluating and selecting optimal solutions
- 4 Implementation Strategy**
Pilot, testing, rollout strategy and evaluation

Digital Masterplanning Framework represents a significant leap forward in real estate innovation. By merging technology with user experience, it transforms traditional properties into intelligent ecosystems that adapt to user needs.

Through Nikki Greenberg's vision, this framework not only addresses current industry challenges—like the 91.5% project overrun rate and 30% material waste—but also paves the way for more sustainable, efficient, and user-centric properties. It demonstrates that successful digital transformation in real estate isn't just about implementing new technology; it's about creating spaces that work better for everyone while delivering measurable business value.



Q5 HOW DO YOU SEE THE INTEGRATION OF AI AND MACHINE LEARNING RESHAPING THE FUTURE OF PROPERTY TECHNOLOGY?

NG AI and machine learning are revolutionizing PropTech by making technology more intuitive and efficient. For example, in the construction industry, 90% of projects in the US go over budget or schedule. AI can analyze data from past projects to make better predictions, enhancing budget and timeline accuracy. Additionally, AI can optimize resource allocation, reducing non-productive time spent by tradespeople and minimizing material waste—30% of which typically ends up as waste in construction.

Moreover, AI can optimize building operations, adhering to environmental requirements, reducing energy consumption, and conserving water. Investors are increasingly mandating Environmental, Social, and Governance criteria, creating a demand for sustainable building solutions. AI-driven efficiencies not only address operational challenges but also meet the sustainability goals that investors prioritize.

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Challenges That PropTech Solutions Aim To Solve

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30% Construction materials typically end up as waste

Q6 SUSTAINABILITY IS A HOT TOPIC ACROSS INDUSTRIES. WHAT ARE YOUR THOUGHTS?

NG AI plays a significant role in enhancing sustainability by optimizing building operations for energy and water efficiency. There's also a strong investor appetite for sustainable solutions, driven by ESG mandates. This dual focus on technology-driven sustainability and investor demand creates a powerful impetus for implementing genuine sustainable practices rather than superficial greenwashing.

I am optimistic that continued investment and diligent implementation of sustainable technologies will drive meaningful progress in the industry.

Q7 ON A PERSONAL NOTE, WHAT DRIVES YOU BEYOND PROFESSIONAL ENDEAVORS? ARE THERE PASSIONS OR HOBBIES THAT REJUVENATE AND INSPIRE YOU?

NG I'm currently learning to play golf using a golf simulator. Being a very visual person, I enjoy understanding the angles, mechanics, and physics involved in the game. This hobby allows me to visualize and grasp the intricacies of golf, helping me progress from a novice to a more competent player.

Q8 REFLECTING ON YOUR JOURNEY, WHAT'S A PIECE OF ADVICE THAT HAS STRUCK YOU THROUGHOUT THE YEARS?

NG One of my mentors advised me not to succumb to the meritocracy of those who aim low. Just because others might not have big dreams or are content with minimal effort, don't let that influence your ambitions. Always aim for the highest level of achievement in your work, presentations, and personal endeavors. Strive to create the best possible outcomes rather than pandering to those who aren't fully invested in their ideas. This mindset encourages excellence and drives meaningful progress.

Q9 HOW DO YOU ENVISION PROPTech IN THE NEXT DECADE, AND WHAT LEGACY DO YOU HOPE TO LEAVE WITHIN IT?

NG In the next decade, I foresee PropTech advancing in several key areas:

AI Implementation: Continued integration of AI will make technology more user-friendly and efficient, addressing industry challenges like affordability and efficiency.

Investment Landscape: Currently, PropTech venture capital is somewhat stagnant due to tight capital markets. I hope to see increased investment in early-stage PropTech ventures, fostering innovation and research and development to solve critical industry challenges.

Affordability and Efficiency: PropTech can address affordability, especially in housing, by enhancing efficiency and reducing costs through intelligent technologies.

My legacy in PropTech would be to drive these advancements, fostering a future where there is positive symbiotic relationship between technology and experienced real estate professionals to create sustainable, efficient, and affordable living and working environments.