

Real Estate NEW YORK

Cover STORY

2008 Women of Influence



JENNIFER MAGEE
CEO and Co-founder
UPworld.com

A New York City-based professional online network for the global real estate and building community, UPWorld.com has grown in 18 months from its initial membership of 300 to more than 12,000 in 69 countries. Magee developed the UPWorld concept with fellow architect Oisin Clancy after they realized there was no existing online community to

help them generate project leads. **Quote:** "Internet technology will continue to serve as the equalizing force, allowing professionals even at small, regional firms to compete for business nationally and globally. Real estate firms and professionals will increasingly rely on technology for creating business opportunities outside of their traditional, local markets, through managed online presence and professional online networking."