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2020 Minority Business Leader Awards: Tracy Fauntleroy, Morgan Properties

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Tracy Fauntleroy, Morgan Properties

Director, corporate brand marketing and communications

The Covid-19 crisis has pushed Morgan Properties, the fifth-largest apartment owner in the U.S., to reinvest its communications and marketing efforts. And that's after Tracy Fauntleroy started work on Morgan Properties' first corporate rebranding. If anyone is up to the task, it's Fauntleroy, who once planned and produced 52 events in 10 days, including the grand opening of the Pennsylvania Convention Center. At Morgan Properties, Fauntleroy helped plan the company's "Caring. Sharing. Giving." initiative to expand community service efforts.



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Tracy Fauntleroy - 2020 Minority Business Leader Awards

What motivates you?

I am influenced by varying factors: being creative and thinking outside of the box, leading by example, being true to my values, meeting goals, and learning new and innovative practices that have real time relevance. While all of these elements support my overarching vision to succeed, I am not one to just stand on the landing. For me, it's all about being self-motivated, so that I am never so comfortable that I become complacent. There is a fine line between fear and

comfort. Fear keeps many from growing and changing, but I find that it motivates me to step outside my comfort zone and try something new.

What has been your greatest challenge and achievement so far?

I have been extremely fortunate in my career and have had some triumphant experiences and moments. Initially, I was recruited by Meryl Levitz (before Visit Philadelphia existed) at the Philadelphia Convention & Visitors Bureau as director of operations for Welcome America! In this role, I launched and produced 52 events in 10 days, including the grand opening of the Pennsylvania Convention Center which required a high level of coordination and detail to execute numerous events in a short time frame. Essentially, the grand opening was an invitation to millions of people to come enjoy and celebrate Philadelphia's birthday, and like any private or public event, you want your guests to walk away happy. The pressure was daunting, delightful, and dangerously overwhelming, but it was one of the most teachable moments of my career.

What was it like overseeing Morgan Properties' extensive rebranding?

At Morgan Properties, the rebranding efforts have and continue to be one of my most rewarding live, work and play moments, providing me the ability to combine all of my professional past work journeys. Working with key partners to seek the best methods to engage your marketing efforts and drive the residential brand, while meeting the needs of multiple regions and geographical factors with varying deliverables and professional directives can become extremely challenging. But it also creates a great opportunity to think outside of the box and expand your call-to-action messaging to bring your brand to life.