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Executive in pursuit of vision

She's rubbed shoulders with Rupert Murdoch, chewed the fat with Ted Turner and lobbied powerful politicians in the White House.

Now Peggy Binzel, chief executive of CoreNet Global corporate real-estate network, is mixing with the really big egos — the international property industry.

She's in Australia for the 7000-member global corporate real-estate networking association's international summit, being held in Sydney from August 8-10.

CoreNet's membership crosses Asia, Europe and the Americas, involving more than \$1 trillion worth of property, according to its publicity.

Working for some of the world's richest businessmen has probably been a good warm-up for Binzel, who started out as an adviser to a member of the US Congress before going to work for CNN founder Ted Turner.

She then jumped ship to Turner's

arch rival News Corporation, as it established Fox Broadcasting.

After six years, she became executive vice-president of the National Cable & Telecommunications Association in the US, before joining CoreNet Global during a merger between the International Development Research Council and the National Association of Corporate Real Estate Executives, two years ago.

"It was a really fascinating experience," she says of her time working with Murdoch's network, perhaps best known here for its enthusiastic patriotism during the invasion of Iraq.

"Companies that take on the establishment with a new vision and have the courage to pursue their vision — that's what I like."

Ms Binzel believes the increasingly global nature of corporate real estate means Australia faces similar issues to other international markets — namely, how



Peggy Binzel has moved from US politics to global communications and now real estate.

PICTURE: JAMES BODDINGTON

to address the changing nature of work, keep up with technology and integrate management practices.

"The support structures of corporations — like corporate real

estate, IT and HR — cannot function in silos any more," she says.

"In a mobile workforce, people need work rules that exist wherever they are, technology that

enables them wherever and real estate that enables whatever kind of work they are doing — and it's all different."

Helen Westerman