

MEMBER SPOTLIGHT

ASIF VIRANI

“I believe that culture influences the prism that we look through and tailors our perspective on life. Sharing this perspective with others from similar backgrounds can help provide confidence, security, and understanding that is often needed to be successful in any endeavor, including the work environment.”

— ASIF VIRANI

*Senior Director, Investor Services Lead,
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What is your best leadership or career advice?

One of the traits I most admired about a leader that I looked up to was his humility, and the respect that he showed to all those that were around him. He would listen to people intently, acknowledge them, and provide guidance that was clear, direct, and action-oriented. I try to emulate those skills.

What led you to your career path?

I wanted to become an architect growing up, but as I went through college, I realized that I can influence a project outcome to a greater extent by being on the construction management side and being involved in all aspects of the project beyond just the design. With that understanding I pursued a career in construction management, which eventually led me to PDS with C&W.

What’s your favorite way to unwind after a busy day or spend your time off?

I enjoy cooking. During COVID, I learned to cook several Indian dishes that in the past I was too intimidated to attempt. I quickly realized that the perception of Indian cooking being complex and difficult was a hack! Basically there are 5 or 6 key spices that go into every dish. The key is how much of those you put in and once you figure that out, you can start cooking like your grandma!

What are you passionate about or involved in with the Asian American/Pacific-Islander community or culture?

Within the Asian community, and more specifically, within my congregation, I offer my subject matter expertise in real estate and construction for non-profit projects.