



Meet BOMA Chair & CEO Luci Smith

What would you like BOMA PSW members to know about your goals as BOMA Chair & CEO?

At the heart of it, my goal is simple: to make sure BOMA continues to be the strongest possible partner for commercial real estate professionals — whether you're in property management, ownership, a vendor partner, or an association executive. I want BOMA to show up every day as relevant, future-focused, and real. That means doubling down on workforce development, sharpening our value proposition for members and being bold in our advocacy. My theme this year (who doesn't love a good theme?) is The Power of Three. A focus on building stronger people, stronger properties, and a stronger, more sustainable future for our industry. Those aren't just slogans — they're guideposts. I want every member, in every local and region, to feel seen, supported, and inspired.

As a former president of the BOMA Southern Region, how do you see the importance of regional BOMAs?

The regions are the heartbeat between our local strength and our international reach. My time leading the Southern Region helped shape the way I lead today. I saw the way regions create a platform for collaboration on best practices, leadership development, and a louder voice on issues that cross city and state lines. They also build connection. You might show up for your first regional conference knowing only those in your local BOMA crew — and leave with a professional family that spans five states. That kind of network is invaluable. Regions give us room to stretch, grow, and lead in ways we might not otherwise. And that makes our entire organization stronger.

One of your early roles was as a Tactical Satellite Communications Specialist with the U.S. Army. What leadership and other skills did you bring to your CRE career?

I joined the Army at 17 — not just for the adventure, I knew I had drive and grit, but I needed direction and opportunity. The military gave me both. I started as a 31C—Single Channel



Radio Operator. Then went on to specialist training as a tactical satellite communications specialist. That's where I learned quickly what it meant to be dependable under pressure. You're working in high-stakes environments, with zero room for excuses. That taught me discipline, problem-solving, and the value of preparation — skills that translate directly to commercial real estate, where no two days are ever the same.

But the biggest lesson was about leadership. In the Army, leadership isn't about titles — it's about trust. It's about showing up, doing the work, and making sure the team succeeds. That mindset has stayed with me every step of my career, and it's why I lead the way I do today — with clarity, consistency, and a whole lot of heart.

Outside of work, what are some of your interests?

When I'm not talking Link Logistics, BOMA, buildings, leadership, or workforce strategy, you can usually find me on the road — literally. My husband and I are RV'ers and love to take long road trips and especially enjoy when our kids and grandkids can join us. There's something about being on the move, seeing new places, and unplugging from the day-to-day that really fuels me. We enjoy air boating in the marshes near where we live — wind, sun and relaxation! I also love a good mystery — whether I'm reading one, writing one, or solving one (which, let's be honest, is great training for property management). Since I travel so often for work, and now for BOMA also, I had to find an alternative to doom scrolling late into the night, so I've been trying to teach myself how to watercolor paint. I bring supplies with me on pretty much every trip I make.

Describe your perfect day off.

Waking up because I'm done sleeping — not because of an alarm clock — heading outside of the RV to watch a sunrise over any body of water. A long, top-down, Jeep ride into the woods and mountains. No emails. No schedules. Just fresh air, Jeep hair and a great cocktail with friends (old or new) back at the campsite. It's a great reminder why I work so hard the rest of the week.