

# A visionary, saavy broker

A broker with Sotheby's International Realty, Roxana Bowgen's business spans the entirety of Greenwich.

"I've sold in Conyers Farm, the waterfront, Riverside, Old Greenwich, Cos Cob, North Mianus, western Greenwich, backcountry and mid-country," she said.

Bowgen earned her real estate license in California when she was an undergraduate at Loyola Marymount University. Her first career was in the fast-paced world of commodities trading, which uniquely prepared her for real estate.

"Being responsible for multimillion-dollar contracts, often under time-sensitive conditions, also gave me the confidence to work with demanding clients, high net worth individuals and multinationals with diverse personalities and cultural differences," she said.

By 2002, Bowgen had studied to become a broker, and today, she works for Sotheby's International Realty. While her focus is on Greenwich, she works with clients as far away as Europe, Asia and Latin America.

Bowgen is a saavy marketer. She leverages an array of channels to promote her clients' properties, including email, e-newsletters, websites and social media. She also developed her own branded mobile app, putting information at her clients' fingertips. Plus, she capitalizes on Sotheby's international network of agents and offices.

"I can give clients unparalleled marketing advantage," she said.

"My strength as a business professional does not preclude me from being empathetic," she added. "I understand how difficult it can be to part with a home that has been in the family for years. ... The book I wrote and published in 2014, 'Agapanthus Rising,' tells



**Business:** Sotheby's International Realty

**Lives:** Greenwich

**Works:** Greenwich

**Expertise:** Digital marketing and international relocation

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all. I am an influencer, visionary and connector, but ultimately, I'm a softie who understands the human psyche."

Bowgen holds a master's degree from the Thunderbird School of Global Management. She is perpetual student of culture and travel, enjoys meditation and yoga, and speaks three languages — English, Spanish and French.