



Bulloch-Jones joins Rose Associates as director of corporate marketing

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Rose Associates, Inc. has hired Lisa Bulloch-Jones as director of corporate marketing. In this position, she will oversee all marketing initiatives for the company, including communications, branding, corporate advertising and public relations.

"The company is taking a more outward focus, and we established this corporate marketing position to help tell our story with a thoughtful, integrated approach," said Amy Rose, co-president of Rose Associates. "We've expanded from an owner and developer into a robust real estate services firm, and we wanted to better communicate the full scale and scope of those services."

Bulloch-Jones will be responsible for developing and implementing marketing and communications strategies that advance the company's profile as a top-tier, full-service real estate firm, while underscoring Rose's activities as an owner and developer. The scope of her work will include cohesive brand messaging across all of Rose Associates' practice areas including Asset Management, Residential Marketing, Commercial and Retail Leasing, Property Management, Development, and Construction Supervision and Project Management. Bulloch-Jones will also be responsible for creating e-marketing and business development initiatives.

"Lisa has led successful marketing campaigns across multiple platforms in the real estate industry and we are pleased to have her originate the director of corporate marketing position here at Rose," said Rose. "Her proven ability to execute ground-up strategic initiatives in-line with long-term goals will be a great asset to the firm."

Bulloch-Jones has 15 years of marketing experience with 12 years in the real estate industry. Prior to joining Rose Associates, she served as director of marketing at Jones Lang LaSalle where she oversaw core strategic marketing activities and business development efforts across the company's service lines in the New York tri-state area. Earlier, she served Cushman & Wakefield as program coordinator where she established a marketing platform for the hotel practice in the firm's Capital Markets group.

Bulloch-Jones is a graduate of Baylor University with bachelor's degrees in Journalism and Environmental Studies.

About Rose Associates, Inc.

Based in New York City, Rose Associates, Inc. is a developer, manager and marketer of premium residential, commercial and retail properties. Rose offers a variety of expert services including pre-development consulting, property development, property management, residential marketing, retail and commercial leasing, financial services, construction supervision, project management, and

asset management.

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