



The Durst Org. appoints Habian as director of marketing and Becker and Romero as senior leasing managers

August 27, 2012 - Front Section

The Durst Org. has appointed three new senior managers. Joy Habian is the new director of marketing, Robert Becker joined the firm as the senior leasing manager for One World Trade Center and Rocco Romero is a senior leasing manager overseeing portions of The Durst Org.'s Midtown West portfolio.

"We are extremely pleased that these three talented and experienced real estate professionals have joined our team," said Jonathan (Jody) Durst president of The Durst Org. "As our portfolio continues to grow, Joy, Rob and Rocco's collective experience and abilities will help The Durst Org. meet any new challenge."

"The Durst Org. is one of the most respected and powerful brands in New York City real estate and I look forward to strengthening and expanding the company's marketing and communications efforts," said Habian.

Habian will oversee all marketing activity for The Durst Org.'s 13 million s/f commercial portfolio as well as provide counsel to the New York Water Taxi and McEnroe Organic Farm. Her previous experience includes roles as director of marketing at Cooper, Robertson & Partners, director of marketing and Communications at Jonathan Rose Cos. and principal of her own marketing and media consulting firm. She holds a masters in Architecture from Harvard University Graduate School of Design and a bachelor of fine arts in Environmental Design from Parsons School of Design.

"Having partnered with The Durst Org. on One Bryant Park, it is particularly exciting to join their team to help lease another of the world's greatest skyscrapers - One World Trade Center," said Becker. "I look forward to working with my colleagues at The Durst Org., The Port Authority and Cushman & Wakefield on fully leasing One World Trade Center."

Becker will oversee leasing at One World Trade Center and The Durst Org.'s commercial holdings on Historic Front St.. Previously, he was a transaction and investment executive at Bank of America. Prior to that, he was the VP of real estate for Fisher Scientific, as well as the director of real estate & facilities for Shell Oil Co. He has a master of arts degree in Economics from the University of Detroit.

"I look forward to joining Tom Bow and The Durst Org.'s outstanding leasing team," said Romeo. "It is a great honor to represent this renowned organization and some of their most important properties."

Romero will oversee leasing at The Durst Org.'s One Bryant Park, 1133 and 1155 Sixth Ave. and 114 West 47th St. Romero was senior VP at SJP Properties where he worked on 11 Times Sq., 45 Park Ave. and Platinum (247 West 46th St.) Previously he was a director at Newmark Knight Frank, he holds a bachelor of science in Business Administration degree with a concentration in Finance from Boston University.

The Durst Org., founded in 1915 by Joseph Durst, is the owner, manager and builder of 13 million s/f of premiere Manhattan office towers. The Durst Org. is recognized as a world leader in the development of high-performance and environmentally advanced commercial and residential property.

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