



The Marketing Directors welcome Green

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Laura Green has joined The Marketing Directors, a development advisory and master property marketing and sales force, as its new marketing coordinator.

In her new position, Green will work alongside project marketing managers, sales directors, research teams and onsite sales and leasing teams to effectively carry out the daily marketing of multiple condominiums and rental developments in the metropolitan New York area. As the marketing coordinator, she will be responsible for the positioning of the firm's properties in the market, product development, and the management of the firm's efforts in PR and ongoing sales and leasing.

Prior to joining The Marketing Directors, Green served as a marketing associate at Siegel+Gale, the global strategic branding firm. There, Green researched market trends for use in email campaigns and managed lead generation efforts by implementing outbound marketing programs for the New York region. Additionally, she is well versed in the coordination of new business proposals.

"Laura joins the firm with strong experience in both marketing and business development, two tools that provide her with a solid platform on which to begin her career at The Marketing Directors," said Adrienne Albert, founder and CEO. "Her avid interest in real estate coupled with stellar analytical skills and a good eye for strategic placement in the market makes her a great fit for our firm."

Green holds a bachelor's degree in communication and public service from the University of Pennsylvania.

The Marketing Directors is a development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders of new homes. Headquartered in New York, with offices and sales teams active around North America, The Marketing Directors is known for its success in selling and leasing homes at prices that help its clients achieve their goals for each development. In its 30+ year history, The Marketing Directors has helped its clients successfully sell-out more than 1,000 new developments across the country - more than any other marketing firm. It is headed by founder Adrienne Albert and Jacqueline Urgo.

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