



Robb joins DiMarco as director of shared services

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The DiMarco Group has hired Laurie Robb as director of shared services. Robb has 15 years of experience in marketing communications and organizational management. Robb's was most recently a director of administration at Excellus BlueCross BlueShield in Rochester.

As director of shared services for The DiMarco Group, Robb is responsible for overseeing the support departments which are shared by the organization's family of companies.

This includes directing the human resources, IT, safety and marketing departments for DiMarco Constructors, J. DiMarco Builders, ADMAR Supply, Baldwin Real Estate and J. D. Aviation.

Robb lends her time and expertise to numerous community organizations, including serving as vice chairperson of the board of the Greater Rochester Chapter of the National Parkinson Foundation, the United Way Women's Leadership Council, the Ad Council's Strategic Roundtable and The Center for Youth.

Robb received her Bachelor of Arts in communications from Marist College and resides in Henrietta.