



Rose Associates hires Duff as manager of residential marketing; To direct marketing and lead generation efforts for a portfolio of Rose-owned properties

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Rose Associates, the New York-based full-service real estate firm, has hired Michael Duff as manager of residential marketing. Duff will direct marketing and lead generation efforts for a portfolio of Rose-owned and Rose-marketed properties. For the past eight months, Duff has been acting as a full-time consultant for Rose.

"Michael is an experienced marketer who possesses the skills and vision required to craft campaigns that positively impact leasing while positioning assets for the long term," said J. Brian Peters, chief operating officer at Rose. "We look forward to having him apply his talents to both new developments and existing properties within our portfolio."

Duff has recently been focused on marketing The Larstrand, a new, full-service rental on Manhattan's Upper West Side. He has also been instrumental in the redevelopment of the rentrose.com lead generation platform. Prior to this, he served as director of external marketing at Stuyvesant Town/Peter Cooper Village, one of the largest residential rental complexes in the United States.

Duff started his career in real estate advertising, working for New York City-based firms Chavin Lambert Advertising and Sun & Moon Marketing Communications, Inc.

A graduate of the State University of New York at Binghamton, Duff is a LEED Accredited Professional. He is a resident of Bronxville, NY.

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