



Mignone joins Rose Associates as manager of residential marketing

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Rose Associates, the New York-based full-service real estate firm, has hired Andrea Mignone as manager of residential marketing. Mignone will direct marketing and lead generation efforts for new developments, with an initial focus on 70 Pine, the historic skyscraper in Lower Manhattan that Rose is currently transforming into a luxury rental property with retail and a hotel.

"Andrea has led marketing efforts for a number of exceptional residential properties in Manhattan and beyond. She has created successful campaigns to support sales and leasing efforts, and she has the skills required to properly position existing assets," said J. Brian Peters, chief operating officer at Rose.

Mignone joins Rose from The Marketing Directors, Inc. She has led marketing efforts for properties in New York City, New Jersey, Westchester and Philadelphia. Mignone introduced a number of new developments to the New York market, including Arias Park Slope in Brooklyn, Linden 78 on the Upper West Side, and Apex in Central Harlem.

A graduate of Colgate University, Mignone earned her M.B.A. from New York University's Stern School of Business. A resident of White Plains, NY, Mignone was named a National Association of Home Builders Marketing Director of the Year in 2013.

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