



Faske named president of PACE Advertising

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PACE Advertising, a WPP company with a 65-year track record for innovation in developing branding and sales campaigns for the commercial and residential development and brokerage industries has revealed Cara Faske as the agency's new president. The announcement was made by Milton Bagley, chairman Emeritus of PACE Advertising.

"I have no doubt that PACE is in good hands under Cara's leadership. Cara started her career here at PACE a number of years ago and I knew she was on a fast track to success, even back then. I'm glad her path has brought her back to PACE." According to Rick Nulman, PACE CEO, "Cara is a breath of fresh air and the kind of new leadership PACE needs."

Over the course of her 25-year career dedicated to marketing real estate in New York City and nationally, Faske has directed campaigns for many of the largest real estate companies in the US, including Silverstein Properties, SL Green, and Boston Properties among many others. Most recently, Faske served as President of Cara Martin, a successful full-service advertising and branding agency she founded in 2003. The firm became part of the WPP family in 2011 in a merger with the venerable PACE Advertising, a transaction which expanded Cara Martin's capabilities with a full complement of services across all disciplines. Faske will continue to serve as President of Cara Martin as well.

Martin Sorrell, WPP Group's Chief Executive said, "We thank Milton for his record of remarkable service and accomplishments. Succeeding him will be Cara Faske and we wish her well in her new role."

"I have a great appreciation for all that WPP can bring its clients, and am delighted for their confidence in my leadership of their single largest real estate-focused company," said Faske. "It has been a true pleasure and a great learning experience working with Milton Bagley and I look forward to carrying on his tremendous legacy. My team and I are rededicated to do the work to maintain our edge in this industry, and to continue to set a new bar for excellence in service and creative to carry Pace into its next 65 years."

Faske is involved with numerous philanthropic organizations, including Uniting Against Lung Cancer, Creative Arts Workshop for Kids (CAW) and Big Brothers Big Sisters of New York City. She holds a degree in marketing from Syracuse University.

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