



Kim joins Douglas Elliman Development Marketing as chief creative officer for development marketing, Florida and California

June 23, 2015 - Front Section

Douglas Elliman Development Marketing announces the appointment of Roy Kim as Chief Creative Officer for Development Marketing, Florida and California. In the newly created position, Kim will draw upon his vast experience in development planning, design and art to advise developers in Florida and California on the creation of residential properties that elevate the experience of luxury living.

A seasoned industry expert, with a strong background in marketing development, architecture and design, Kim was most recently the Head of New Development at Compass, where he led the department responsible for research, design, marketing and sales for luxury new developments. In this capacity, his efforts resulted in \$2 billion in new development projects awarded to the firm during the first six months of his tenure.

"Roy is one of the top creative minds in the luxury residential marketplace and has worked on over \$10 billion worth of luxury new development in Manhattan," said Susan de FranÃ§a, President and CEO of Douglas Elliman Development Marketing. "I am confident that Roy's deep expertise will be instrumental in creating value for our clients in Florida and California."

"Douglas Elliman has created the best New Development team in the country by our commitment to hiring top talent," said Howard M. Lorber, Chairman, Douglas Elliman. "Roy has the rare ability to draw upon knowledge and experience from the brokerage side, developer side and design side of new development, and his talent is immeasurable."

"Douglas Elliman is on the precipice of becoming a global powerhouse offering the highest quality of service to the industry," said Roy Kim. "Howard M. Lorber, Dottie Herman, Susan de FranÃ§a and Nicole Oge, Global Chief Marketing Officer, have positioned the brand as an industry leader and I look forward to bringing my expertise in luxury design and marketing to the incredible new development projects the firm is responsible for in Florida and California and aligning with such a powerful brand."

Prior to his position at Compass, Kim spent eight years with Extell Development Company as Senior Vice President of Design. In this role, Kim's contributions raised the company's profile to a brand recognized for high-end design and quality. He was responsible for overseeing and managing the

design process and integrating the marketing efforts of luxury residential, commercial and hotel properties, including the famed One57 and Park Hyatt New York.

Kim began his career as an architectural designer with Zaha Hadid in London, followed by working on the Seattle Public Library by OMA/LMN Architects. He then became a senior designer and project manager at Eight, Inc. where he was responsible for high-end retail design in New York and San Francisco before joining The Sunshine Group in New York City as Director of Pre-Development and Design.

Originally from Calgary, Alberta, Canada, Kim studied at the University of British Columbia, Vancouver, where he was awarded top honors with the University Graduate Fellowship, as well as the American Institute of Architects Henry Adams Medal for graduating in the top 10% of his class. He has been a professor in the Masters of Real Estate program at Columbia University and is currently the President of the Board of Open House New York. Kim is fluent in French, and an avid traveler and global design enthusiast.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540