



REBNY adds Spokony as VP of media and content

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Sam Spokony

New York, NY The Real Estate Board of New York (REBNY) has hired Sam Spokony as vice president of media and content.

In this newly created role, Spokony will oversee all REBNY media relations activities, create engaging and timely content to elevate key issues impacting REBNY members and the industry, and direct the organization's social media strategy.

Spokony has nearly a decade of experience spanning journalism, government and consulting. Prior to joining REBNY, he was a senior vice president at Marathon Strategies, one of the nation's fastest growing independent PR firms, where he helped expand the firm's New York practice and managed dozens of business clients through public affairs campaigns, land-use policy and crises. Spokony also previously served as communications director for New York City Council Member Margaret Chin (District 1, Lower Manhattan), where he helped elevate the Council Member's voice on issues including social justice, affordable housing, transit and healthcare. Prior to that, he worked as a staff reporter for The Villager, one of the city's oldest and most decorated community newspapers, and contributed columns and reporting to its sister publications.

Spokony is a graduate of SUNY Oneonta, which honored him with a "30 Under 30" alumni award in 2019.

"Sam has established himself as one of the city's brightest young media strategists and won the trust and respect of reporters, public officials and business leaders alike," said REBNY Chief Communications and Marketing Officer Beth Miller. "His deep experience advising developers, builders and industry associations will help REBNY more effectively communicate our efforts to kickstart New York's economy and address major policy challenges at this crucial moment in the city's history."

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