



EYP names Radzyninski as director of marketing

September 22, 2008 - Upstate New York

Einhorn Yaffee Prescott, Architecture & Engineering, P.C., (EYP) named Susan Radzyninski as director of marketing. "Susan brings a wealth of experience to EYP, including a strong background in marketing for the A/E industry, strategic marketing, and brand positioning. She is recognized in the community as a strong leader and well respected marketing professional. Under Susan's leadership, the marketing team will be able to focus on more strategic initiatives and stronger relationships with clients seeking the expertise EYP has to offer in our focus areas," said Tom Birdsey, EYP president and CEO.

Radzyninski, who brings more than 20 years of experience to this position, will manage EYP's corporate marketing initiatives and marketing team throughout the firm's offices in Albany, Boston, New York City, Orlando, and Washington, D.C. As director of marketing, Radzyninski will lead the firm's brand positioning, specifically developing strategies aimed to position EYP to grow in the firm's focus areas, as well as introducing new services and areas of expertise to clients. Her responsibilities also include building a team and developing marketing and business development strategies to further position EYP for aggressive growth over the next five years. The firm is set to expand in four major market sectors: Higher education, energy, government, and science and technology.

Prior to joining EYP, Radzyninski was VP and marketing manager for KeyCorp's New York Capital Region district.

A graduate of the University of Miami, Fla., she earned a bachelor of science degree in Business Administration.

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