



Industry City appoints Braddock director of events

August 15, 2023 - Owners Developers & Managers



Amanda Braddock

Brooklyn, NY Industry City, the 35-acre mixed-use complex comprising 16 buildings on the Sunset Park waterfront, has appointed Amanda Braddock as the new director of events. With over 15 years of experience as an events and hospitality leader, Braddock will develop and spearhead the strategic vision for both private events and public programming at the campus.

“Amanda is an important member of the Industry City team as we continue to plan programming that supports the upper floor business community we are cultivating on campus,” said Jim Somoza, managing director of Industry City.

“With her impressive background in hospitality, we know Amanda will expand Industry City’s presence as an epicenter of business, innovation, culture and events in Brooklyn.”

Braddock will drive the complex’s diverse events strategy to foster collaboration and connection among Industry City tenants and the broader community. Braddock will manage the property’s multiple designated event spaces and oversee Industry City’s robust programming roster, including cultural festivals, trade shows, film screenings, professional talks, salsa nights, live music, creative food and beverage experiences, and more. Previous events hosted at Industry City include House of Yes’ City of Gods, Bar Convent Brooklyn, Rooftop Films, Brooklyn Night Market, Cine Gear, and Create & Cultivate; the campus also hosts private events, celebrations, brand pop-ups, and is used as a filming location.

“I am delighted to join such a passionate and visionary team at Industry City,” said Braddock. “The complex offers a unique atmosphere with immersive retail experiences, imaginative culinary offerings and unrivaled programming for tenants and visitors alike. It is an honor to be part of a team dedicated to curating an environment marked by creativity and community.”

Braddock has held director of events titles at Madison Square Garden and The William Vale and was a founding owner and operator of Purslane, one of New York City’s most sustainable catering and events companies. She began her career in 4-star dining at Le Bernardin under the leadership of chef Eric Ripert. Originally hailing from Houston, TX., she moved to New York to attend NYU and has been a Brooklynite for over 13 years.

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