



DeSimone hires Koren as director of marketing

November 28, 2023 - Design / Build



David Koren

Manhattan, NY Veteran AEC marketing executive David Koren has joined DeSimone Consulting Engineering as director of marketing to lead communications and business development as DeSimone continues its global growth strategy.

Koren will be responsible for further strengthening DeSimone's communications capabilities to support the company as it executes a strategic global expansion to provide engineering solutions to stakeholders worldwide.

"David is an innovator in creative marketing with deep experience in the Architecture, Engineering, and Construction space," said Stephen DeSimone, chairman and CEO of DeSimone Consulting Engineering. "His expertise will enable us to showcase our proven ability to provide solutions for complex engineering challenges across a wide range of sectors and geographies."

Koren has more than 20 years of experience leading marketing, business development, and communications efforts for architecture and engineering firms such as Diller Scofidio + Renfro; Gensler, Perkins Eastman; Morris Adjmi Architects, and WSP.

A graduate of NYU (BFA in Dramatic Writing) and Trinity College in Dublin, Ireland (M. Phil. in Irish Theatre), he is the author of several books, including *The Architect's Essentials of Marketing*, published by John Wiley & Sons and endorsed by the American Institute of Architects. Koren is also an innovator in the areas of arts and culture, community building, and public engagement. He led the team that created the highly successful FIGMENT arts festival on Governors Island in 2007 and served as NY Regional Contact for the Burning Man alternative arts festival. Koren currently serves as chair of the board of Spaceworks, a non-profit organization committed to providing long-term affordable workspace for artists, and is a member of the board of the Project for Public Spaces.

"I am excited to join DeSimone as it expands to offer clients comprehensive engineering services in markets around the world," Koren said. "Rapid changes in business, the economy, and society require best-in-class design and engineering services to ensure that the built environment is positioned to advance our culture into the future."

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