



Andover Properties hires Kutner as Vice President of marketing

February 13, 2024 - Owners Developers & Managers



Adam Kutner

Manhattan, NY Andover Properties has appointed Adam Kutner as the new vice president of marketing. With a background in marketing management and a track record of successful campaigns, Kutner brings a wealth of experience to the Andover Properties team.

In his most recent role as marketing manager at Pogoda Companies in Oklahoma City, Kutner demonstrated his expertise in managing comprehensive paid advertising accounts, optimizing SEO strategies, and fostering a culture of data-driven decision-making. He led the introduction of customer journey measurement tools, enhanced online platforms through A/B testing, and identified cost-effective vendors to optimize operational efficiency and budget allocation.

Prior to his tenure at Pogoda Companies, Kutner held various roles at BigWing/Gannett in Oklahoma City, where he served as the programmatic display & AdOps manager. During his time there, he managed programmatic display product lines, developed and managed relationships with programmatic platforms and technology partners, and led a team of AdOps professionals for NewsOK.com. Kutner's contributions also extended to creating and leading an analytics committee and implementing tracking best practices.

"We are pleased to welcome Adam to the Andover Properties team as our vice president of marketing," said Brian Cohen, CEO at Andover Properties. "Adam's extensive experience and leadership in developing and executing successful marketing strategies align perfectly with our goals and vision for the future. We look forward to leveraging his expertise to enhance our marketing initiatives and further strengthen our position in the industry."

In his new role at Andover Properties, Kutner will be responsible for overseeing the company's marketing strategies, driving innovation in digital marketing initiatives, and contributing to the overall growth and success of the organization.

"I am excited to join Andover Properties and contribute to the continued success of this dynamic and forward-thinking and fast-growing company," said Kutner. "I look forward to collaborating with the talented team at Andover Properties to elevate our marketing efforts and drive impactful results."

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