



Kinney appointed vice president, head of marketing at Rudin

May 14, 2024 - Front Section



Katie Kinney

Manhattan, NY Katie Kinney has joined Rudin as vice president, head of marketing.

In her role, Kinney will lead Rudin's marketing group, including strategy development, across its portfolio of 17 residential and 15 office properties. Utilizing her expertise, she will oversee the creation and implementation of comprehensive marketing plans that further enhance Rudin's brand presence while also driving commercial and residential leasing efforts.

We are delighted to welcome Katie Kinney to Rudin," said Samantha Rudin, co-chief executive officer at Rudin. "As our firm approaches its centennial, we will look to Katie's strategic vision and depth of expertise to propel the Rudin brand into the future."

Kinney comes to Rudin after eight years at Brookfield Properties, where she rose to the role of vice president of marketing. During her tenure, she oversaw the team dedicated to office and retail marketing, crafted data-driven marketing strategies, developed impactful brand initiatives and led advertising campaigns. Notably, in 2017 Kinney played a pivotal role in forming and later expanding Brookfield Cares, the company's global corporate philanthropy initiative that aims to make a positive contribution to the communities in which it operates.

"I am honored to join Rudin, a company and team with values so aligned with my own, renowned for their unwavering commitment to advancing New York City and enhancing the quality of life for all of its residents," said Kinney. "As I step into this new role, I am excited to leverage my experience to help amplify Rudin's brand identity in support of the leadership team's collective vision for the future of the organization."

Kinney holds a Bachelor of Arts in Communications Studies and Business Marketing from Loyola Marymount University.

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