



## **Rutter joins Avdoo & Partners Development as executive vice president of design and marketing**

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Steve Rutter

Manhattan, NY According to Avdoo & Partners Development, Steve Rutter has joined the firm as executive vice president of design and marketing, overseeing project marketing and design across Avdoo's growing portfolio, as the firm continues to expand its footprint within Manhattan and Brooklyn.

"Steve Rutter is one of New York City's most respected and trusted real estate veterans," said Shlomi Avdoo, founder and CEO of Avdoo & Partners. "He is an industry pioneer who shares our innovative mindset at Avdoo, and I do not doubt that his design expertise will help us shape the future of the New York City skyline and be an invaluable asset amidst our rapid growth."

With over 30 years of experience in real estate, Rutter is at the forefront of new development in New York City. As Avdoo's executive vice president of design and marketing, from project inception to sell out, he will spearhead planning, help select design talent and project collaborators, oversee the design process, develop project branding, and advise on sales strategy, leveraging his expertise in luxury development and his forward-thinking mentality to create the most coveted residential properties in the city.

Before joining Avdoo, Rutter ran his own consulting firm, advising clients on predevelopment, marketing, strategic planning, and brand positioning. Prior to that, he notably led the New York City new development division at Compass, where he was responsible for the sales and marketing of high-profile residential projects valued at over \$5 billion. Earlier in his career, Steve oversaw a team of 30 professionals and managed the marketing and sales of over 75 new development projects at Stribling Marketing Associates.

"I've always been interested in working on the ownership side of residential new development, but I hadn't found the right opportunity until I met with Shlomi Avdoo. I'm proud to be joining this ambitious team that's exceeding expectations in real estate," said Rutter.

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