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Fischer joins NAIOP Mass. as senior vice president June 14th

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According to NAIOP Massachusetts, Reesa Fischer will be joining the chapter's staff as senior vice president, reporting to the CEO and providing leadership and oversight in key areas of the chapter's affairs. She began on June 14th.

Fischer brings over 20 years of experience building relationships, promoting brand awareness, and providing award-winning creative marketing services for local and national firms. Most recently she served as vice president at Doerr Associates, a marketing and communications firm specializing in commercial real estate, where she oversaw new business development as well as all strategic marketing programs.

"These are exciting times for NAIOP Massachusetts, as we continue to grow and find new ways to represent our industry and be responsive to our members' needs," said David Begelfer, chief executive officer. "We are happy to have someone with Reesa's energy, enthusiasm, and industry experience to help lead the way."

Among Fischer's professional and civic engagements, she currently serves on the Board of Directors for Building Impact, providing expert guidance in developing and executing the non-profit organization's marketing plans. She has also been an active volunteer and committee member in many industry organizations, including NAIOP, NEWIRE, and the Urban Land Institute, giving her invaluable perspective on the unique role of industry associations and the services they offer.

Prior to Doerr, she was the vice president of product and brand development for Beacon Communities, where she oversaw the firm's corporate and community marketing and public relations efforts. Earlier in her career, she was Regional Vice President for The Collaborative Companies and The Codman Company. Ms. Fischer earned her Bachelor of Science in Business Administration from Boston University's School of Management with a dual concentration in Marketing and Finance. Ms. Fischer and her family live in Newton, Massachusetts.

NAIOP Massachusetts is a leading voice for commercial real estate, representing the interests of companies involved with the development, ownership, management, and financing of commercial properties. NAIOP's 1,250 members are involved with more than 180 million square feet of office, research & development, industrial, mixed use, retail and institutional space in the Commonwealth.

In addition to providing outstanding education and networking opportunities, NAIOP advances responsible commercial real estate development and advocates for effective public policy. For more information, visit www.naiopma.org.

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