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Hurd joins Sperry Van Ness International Corp. as sales manager for franchise development

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According to Sperry Van Ness International Corp., Karen Hurd has been hired as the company's sales manager for franchise development.

Hurd has 18 years of experience in commercial real estate and financial services, and has been actively involved in transactions totaling in excess of \$550 million.

Previously a vice president for investment services in Grubb & Ellis' local office, she initiated business development in the firm's private capital group by assisting clients with acquisition and disposition strategies for a wide range of commercial properties across the U.S.

Prior to joining Grubb & Ellis, Hurd was an assistant vice president at Compass Exchange Advisors, LLC where she worked closely with institutional, corporate and high net worth clients involved in 1031 tax deferred exchanges throughout New England and the U.S.

"Karen is an industry veteran who recognizes the true value of our franchise opportunities," said Diane Danielson, chief platform officer for Sperry Van Ness International Corporation. "We're excited to have Karen spearheading the effort to expand our franchise footprint both geographically and demographically."

Most recently, Hurd was a senior corporate account manager for Mass High Tech and the Boston Business Journal. During her time in this role, she managed and grew corporate accounts, and was also responsible for promoting awareness of the publications through a number of strategic partnerships.

Hurd is also a committee member for The One Hundred, an annual fundraiser sponsored by Massachusetts General Hospital Cancer Center, celebrating one hundred individuals and groups helping to advance the fight against cancer. She is an active member of New England Women in Real Estate (NEWiRE), Commercial Real Estate Women (CREW) Network, the Real Estate Finance Association (REFA), and NAIOP.

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