



CELEBRATING
55 YEARS

nerej

New Boston Fund hires Anderson as assistant VP

June 05, 2008 - Front Section

New Boston Fund, Inc. has hired Gregory Anderson as assistant vice president of marketing and communications.

In his new role, Anderson will execute New Boston's communications strategies and will drive the firm's overall marketing goals. In addition, he will be responsible for building and strengthening the brand's client and partner relationships in alignment with New Boston's corporate goals and objectives.

"We are pleased to welcome someone with the depth of Greg's experience in this field to the New Boston Fund team," said Jerry Rappaport Jr., president and CEO of New Boston Fund.

Prior to joining New Boston Fund, Anderson directed the marketing and new business development efforts as well as managed the overall marketing budgets for the Nordblom Co. and its senior housing affiliate, Northbridge Cos. During his tenure at Nordblom, Anderson increased commercial management business by 50%. Earlier in his career, Anderson was a professional broadcaster in Boston and Seattle.

A resident of Hingham, Mass., Anderson serves on the board of directors for Trusted Tutors, is a member of Urban Land Institute, The Ad Club, Publicity Club of New England, American Marketing Association, Mass. Assisted Living Association, NAIOP, and BOMA.

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