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## **Shoss joins The Bulfinch Companies, Inc. as vice president, director of marketing**

July 14, 2017 - Front Section

Needham, MA According to The Bulfinch Companies, Inc., Katherine Shoss has joined the firm as vice president, director of marketing. In her new role, Shoss is responsible for strengthening awareness of the Bulfinch brand and its portfolio of properties through the strategic implementation of traditional and digital channels for brand engagement and visibility.

“Kate’s long-standing experience in Boston’s architecture, engineering and construction industries, coupled with her successful track record of leveraging strategic marketing tactics for repositioning properties, will be an asset to Bulfinch as we continue to enhance the value of and expand our portfolio with future acquisitions,” said Eric Schlager, CEO of Bulfinch.

Shoss will utilize her previous experience to direct all marketing efforts including brand strategy and implementation, public relations, industry and special events, social media, digital marketing and awards.

Prior to her role at The Bulfinch Companies Inc., Shoss was the director of marketing and senior associate at ARC/ Architectural Resources Cambridge (ARC), a Boston-based architecture firm where she worked for over a decade overseeing all marketing efforts including implementation of brand identity, creation of marketing collateral, RFP management, public relations outreach, awards submission and oversight of digital marketing efforts. Prior to her role with ARC, Shoss managed marketing efforts for the Young Entrepreneurs Organization, successfully driving the group’s recruitment and development efforts.

“I’m energized by the opportunity to contribute to Bulfinch’s entrepreneurial culture and further develop the firm’s market recognition as a leading, highly trusted private commercial real estate firm,” said Shoss. “I’m thrilled to join this team of exceptional industry professionals.”

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