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## **Rystrom promoted to vice president of marketing at J. Calnan & Associates**

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Maureen Rystrom,  
J. Calnan & Associates, Inc.

Quincy, MA According to J. Calnan & Associates, Inc. (JC&A), one of the leading construction management firms in the Northeast specializing in pre-construction services and challenging construction projects, Maureen Rystrom has been promoted to vice president of marketing.

Rystrom has been with JC&A for 10 years and has helped position JC&A as a leader in the academic, corporate, healthcare and science & technology markets through targeted marketing, branding and business development initiatives. She has helped grow JC&A in new and exciting ways through social media strategies; an enhanced web presence; employee networking initiatives and educational offerings; and by continuing to cultivate JC&A's incredible network of clients, partners and associates. Clients and fellow employees alike praise Rystrom for her commitment to each client, her dedication to the successful outcome of every project and the continued growth of the organization.

As vice president of marketing, Rystrom will continue to lead JC&A's marketing efforts. She will also continue to progress the firm's business development efforts with Mike Wilson and the partners and focus on the advancement of JC&A's initiatives including employee training and development, strategic relationships, technology tools and overall processes and procedures.

"Maureen has an extraordinary ability to connect with people - clients, colleagues and peers alike - that forms her entire approach to marketing and business development. These connections facilitate a stronger understanding of our clients' needs, how we can provide better service and be a stronger teammate, and have directly contributed to an expanding client roster. Maureen's passion for the A/E/C community, tireless work ethic and commitment to continued growth and development have positioned her as an industry leader. JC&A is very pleased to recognize her contributions to our company's growth with this promotion," said chief executive officer, Jay Calnan.

In 2014, Rystrom received CoreNet Global New England Chapter's "Regional Real Estate Service Provider of the Year" award. This award recognizes an individual whose performance delivers exceptional value to his/her clients on a consistent basis and whose method of engagement with

clients, competitors and vendors is respectful and professional in all regards.

With the support of JC&A, Rystrom co-founded and launched the Professional Ladies Association (PLA!) to connect women in the AEC industry through various educational, charitable and “just for fun” events. To date, PLA! has grown to over 300 active participants and has gained tremendous traction for its emphasis on mentoring and philanthropy. Rystrom is also extremely active as a leader in numerous industry organizations. She is a member of the board of directors for CoreNet Global New England Chapter and also serves as the Co-Chair for the Programs Committee; she is also involved with NAIOP as a member of the Charitable Events Committee and former VP of the Marketing and Membership Committee. She gives back to the community in positive ways as a proud supporter of Team IMPACT, a charity founded by a group of business associates and friends including Jay Calnan and Tim Kelly of JC&A, whose mission is to connect and cultivate meaningful relationships between college athletic teams and children diagnosed with life-threatening diseases. Since 2011, Team IMPACT has already matched over 1,200 children with collegiate teams at over 450 institutions in 46 states, improving the quality of life of hundreds of courageous children and touching the lives of over 30,000 student athletes.

Rystrom holds a BS degree in Marketing from Bentley University.