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Corderman & Co. names Steinberg marketing director

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Steve Steinberg,
Corderman & Co.

Boston, MA Steve Steinberg, a senior marketing professional with more than three decades of commercial real estate and communications agency experience, has joined Corderman & Company as director of marketing. He will lead the strategic planning and execution of the company's business-to-business marketing and communications programs across all platforms for the firm's continued growth.

Steinberg joins Corderman & Co. after spending over 24 years at JLL. His most recent role there was that of senior vice president, national director and marketing director. In that position, he was responsible for the development and implementation of integrated branding campaigns for the company, its services, the properties it represents, and firm-wide initiatives, as well as all media relations activities. At Corderman & Co. he will drive programs that include: new business development, branding, wide ranging external and internal communications programs, public relations and social media.

"Steve's experience and expertise as a consummate strategic marketing pro in the industry will be pivotal as we advance innovation, grow our brand, and heighten client awareness in support of our vision and philosophy," said David Corderman, Corderman & Co. owner, founder and principal. "We are impressed with his track record of accomplishments and client service over his distinguished career. We value his dedication, vision, creativity, humor, and positive energy. He will have a major impact on the firm. We are delighted to welcome Steve to our Corderman & Co. family."

Prior to his tenure with JLL, Steinberg served as an account supervisor with global marketing and communications agency Hill Holliday. Before that he was vice president, marketing at Colliers International. He has also worked in various marketing positions in the fields of: technology, publishing, investment, hobby, food service, and entertainment.

"Corderman & Co. is a first-class company with a well-deserved reputation for delivering high quality construction services the right way," said Steinberg. "I've always admired their culture and ethic. I'm enthused to be part of their team, and feel privileged to help them enhance their brand and client expertise. I look forward to contributing and being a part of the firm's dynamic bright future."

Steinberg earned a M. Ed. degree from Boston University, and a B.A. from Rutgers College. He has served on numerous boards, and is an active member of NAIOP among other commercial real estate and marketing organizations.

Founded in 2002 by David Corderman, Jr., Corderman & Company began with a goal to bring a client service oriented approach to the construction industry.

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