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Tighe & Bond hires Drake as director of marketing and comm.

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Worcester, MA Tighe & Bond, Inc. has appointed Keri Drake as its director of marketing & communications. Drake will manage the marketing and communications group and lead strategic marketing planning for the firm that will contribute to growth strategies consistent with Tighe & Bond's continued expansion in the marketplace.

Drake has 20 years of experience as a marketing professional and senior manager in the architecture, landscape architecture, urban design, interior design, and engineering industries. Throughout her career in the A/E/C industry, she has led strategic marketing planning, and business development efforts for Boston area firms.

“Keri’s demonstrated success as a results-driven marketer and her wealth of knowledge of the A/E/C industry will help us build upon and execute our expansion and client development strategies,” said Bob Belitz, president and CEO of Tighe & Bond. “We are excited to have Keri join us and lead our marketing and communications group as they continue to showcase the firm as an innovative leader in the industry.”

She is a member of the Society for Marketing Professionals Services (SMPS), and her work has been recognized with several awards for her contributions to the marketing profession. She has been an Urban Land Institute marketing committee co-chair and aided women’s leadership initiatives for the organization.

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