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## **Rock named new director of business development for Sasaki**

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Tristan Rock

Watertown, MA Sasaki hired a new director of business development, Tristan Rock.

Rock joined Sasaki in January and brings with him 17 years of experience in business development, where he increased brand awareness and bottom line growth. He has served as head of global sales and strategy for a number of innovative technology companies over the last decade, leading all aspects of sales strategy, maximizing revenue, and driving market share.

“Tristan connects with people and understands what they need. We hired him given his background, and as Sasaki evolves, we appreciate the diverse experiences he brings from outside the design industry,” said principal interior designer Liz von Goeler. “We are looking to share the full variety of Sasaki projects and services and are excited about both demonstrating a new level of commitment to our existing clients and opening doors to conversations with new clients.”

As director of business development, Rock will be responsible for creating business opportunities for Sasaki as well as expanding their current position in the Boston market, building off momentum on projects like offices for Microsoft and Akamai Technologies and buildings now in design in the Seaport, Park Sq., and Somerville.

“My goal is to evangelize, sharing all our great projects and capabilities with the broader CRE community. Sasaki designs award-winning projects that give physical form to client missions, and we want the Greater Boston market to understand our value proposition,” said Rock. “I look forward to meeting with the corporate commercial sector and showing a side of Sasaki they may not yet know.”

Rock attended the University College Cork in Cork, Ireland where he earned his bachelor’s degree in International Business Management. He has also served on numerous advisory boards including GES Therapy from 2015 to 2018 as well as FIELDMOTION from 2017 to 2018.

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