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## **Houde joins Berman Group as managing director**

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Boston, MA The Berman Group, a full-service corporate communications firm delivering business-to-business public relations, marketing and events services, has hired Karyn Houde as managing director. With a background spanning 15 years in the commercial real estate sector, Houde serves as the lead for The Berman Group's newly expanded Boston team and will serve high-profile clients including the Corenet New England Chapter, a commercial real estate trade association with over 500 corporate members.

Houde joins The Berman Group following recent roles with Simon Property Group and Westfield Property Group (URW). During her tenure at Simon Property Group, she led both business-to-business and business-to-consumer marketing, acting as a critical liaison and fostering public relations, media, and community relations. This included work with Wrentham Village Premium Outlets, New England's largest outdoor outlet shopping destination spanning 160 retailers and attracting over 12 million annual visits. As Marketing Director at Westfield Property Group, she devised strategic marketing strategies for Westfield Topanga & The Village, a super-regional shopping center in North Los Angeles with a combined 330 retailers and over 20 million annual traffic. Houde's experience leading and managing 360-degree marketing campaigns has enabled her to bring her experience in marketing plan development, brand marketing and visual design, content management and event strategy to her leadership role at The Berman Group. She also holds a Bachelor of Science degree in Communications from Ithaca College and has received certifications in Resilient Leadership from Babson College and Digital Marketing Strategy from Cornell University.

The Berman Group has also added Ashlee O'Connor, Account Executive to The Berman Group's Boston-based team, who most recently served as the Community Liaison Event Coordinator at EDENS, a retail real estate owner, operator, and developer of a nationally leading portfolio of 125 locations. In this position, O'Connor was responsible for assisting in marketing activities such as weekly tenant outreach, correspondences with third-party partnerships for site activation, and promoting brand initiatives through digital platforms.

"Karyn's extensive experience in the commercial real estate sector and marketing expertise is reflective of the level of dedication and service The Berman Group provides to its clients," said Sarah Berman, President, The Berman Group. "As our firm grows, it's crucial to ensure that our team is comprised of top talent with extensive real estate knowledge as well as leadership abilities. Karyn brings a deep knowledge of the commercial real estate industry as well as the hospitality and retail sectors, and we look forward to working with her as she steps into her role as Managing

Director, Boston and works to expand our relationships in the Boston market and the surrounding New England region.”

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