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## **Senné names Saccoia as director of marketing**

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Boston, MA Senné has named Timothy Saccoia as the company's director of marketing. As director of marketing, Saccoia works closely with each service line to ensure the Senné brand and expertise is front and center as well as top of mind in the regional real estate market. He will be principally responsible for overseeing all marketing efforts and initiatives for each aspect of the company. Saccoia's experience as a creative leader in multiple industries contributes to his 360-degree approach to brand awareness, team management and growth strategy. Saccoia will leverage analytics, insights and local market nuances to create action with his extensive knowledge and understanding of consumer segments that pertain to the company as whole.

Prior to this role, Saccoia spent more than a decade as the senior marketing lead at the Massachusetts Port Authority (MassPort), where he managed the multi-million dollar marketing and multimedia budget.

for Boston Logan International Airport, the Port of Boston and other critical blended commerce and citizen efforts. He also held critical marketing roles at Cegedim Dendrite and Honeywell, taking complex technologies and translating them to business needs.

"Tim Saccoia's extensive marketing experience and proven leadership will be key as we build out and continue to expand our business lines and marketing efforts to new regions. We anticipate the national real estate market will continue to thrive for the foreseeable future. With Tim's proven track record, we are poised to capitalize on the ever-changing marketplace. The combination of strategic, metrics-driven, effective marketing and engaging human-driven success stories are critical to Senné's success," says Frank Hwang, Chief Marketing Officer.

Saccoia graduated from Bryant University with a BS in Business Administration and Management. He is a native Rhode Islander and splits his time between Boston and Providence.

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