



# nerej

## **2022 Ones to Watch: Molly Kalan, Director of Marketing at Samuels & Associates**

June 10, 2022 - Spotlights



What recent project, transaction or accomplishment are you most proud of? In the past four years, I've helped bring thousands of people to The Fenway, establishing a cadence of public

programming, including the execution of 75+ events in our first season. From The Fenway Fridays to our summer fitness series and opening the ice-skating rink at 401 Park (serving 15K+ skaters in its inaugural season), I've delivered creative experiences where people make positive memories. I lead S&A's marketing team, driving awareness and consequential foot traffic from neighborhood activations. Our tenants appreciate that we're an extension of their own marketing teams, and we lift them up to tell the larger neighborhood story.

What does it take to succeed in your specific industry? Marketing is a blend of creativity (the intangible thing that makes you say "I want to experience that") and science (how we get the message in front of you). Success requires understanding and finding that balance. It also requires a little bit of bravery – the courage to do something untested, that no one else has done before. People can tell when an experience is inauthentic and feels fabricated, so it's important to understand your brand/project/building and its story. Lastly, it's easy to find roadblocks to reaching your goal. This industry requires determination and a willingness to find solutions and make it happen anyway.

What led you to your current profession? As an urbanite, I've always loved design, branding, and storytelling. Working in real estate marketing, I've found the intersection of these interests and use the power of words and images to create new experiences that make a positive, tangible impact. I connect deeply to S&A's mission of creating authentic spaces that serve and enrich the community. It's inspiring to be in a profession where I can support this mission and bring a passion for placemaking to my work. My experience engaging the public and my strategic communications perspective enables these environments that are inclusive and welcoming by design.

What are the top 3 items on your bucket list?

- Spend some time living abroad
- Learn to play the drums
- Wine-taste my way through France

What are you doing when you aren't working?

- Exploring Boston by bike
- Heading to a concert at a local music venue
- Sipping a glass of natural wine