

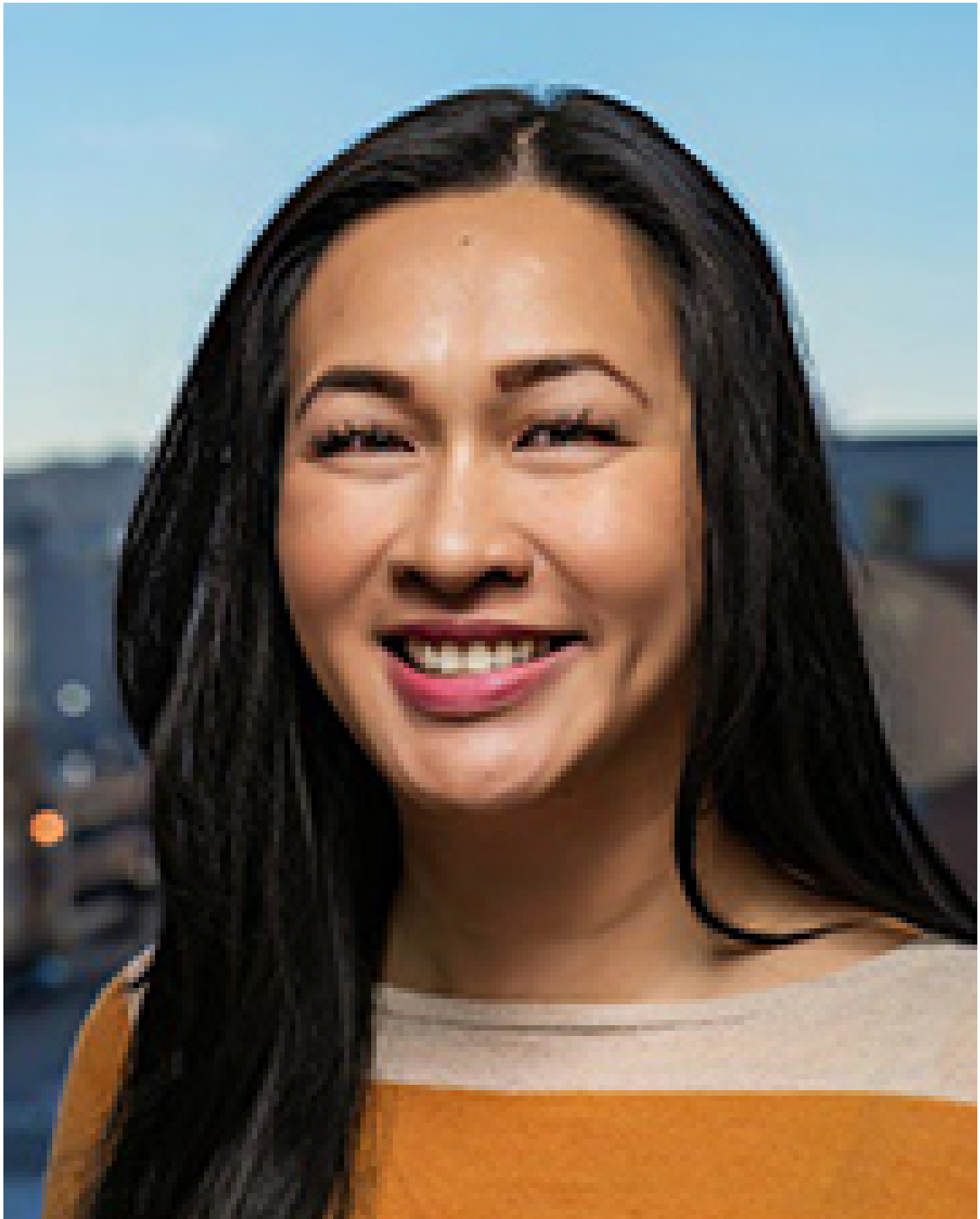


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## **NAI Glickman Kovago & Jacobs hires Adamo and Griffin**

February 17, 2023 - Front Section



Maria Adamo

Worcester, MA NAI Glickman Kovago & Jacobs added two new hires to its company. Maria Adamo joins the firm as a marketing director, and Carol Griffin joins as a senior property manager.

As marketing director, Adamo will spearhead in-house marketing initiatives which entails development and execution of cross-functional strategies to promote and maintain the company brand and messaging. She will work closely with the company partners and broker specialists to grow the current market presence and amplify the brand presence in the greater Worcester area. Her role will align all marketing materials with strategic branding initiatives including marketing collateral, public relations, social media, digital management and event planning.

As senior property manager, Griffin will oversee the day-to-day property management functions to organize, implement and maintain retail and industrial properties throughout Massachusetts. Griffin will work closely to supervise and support building engineers, perform on-site inspections and evaluations, and spearhead client, tenant and third party vendor relations.

“Both Maria and Carol have demonstrated strong business acumen and keen insights into the complexities of their respective roles,” said Michael

Carol Griffin

Jacobs, principal at NAI Glickman Kovago & Jacobs. Jim Glickman, principal at NAI Glickman Kovago & Jacobs said, “We’re very excited to have them join the team, especially at this strategic and opportunistic time for the company. We look forward to growing our brand and portfolio with their energy and expertise.”

Adamo holds extensive marketing in-house and agency background, working with brands including Hudson Jeans, Lacoste, Converse, IBM, and most recently as chief of staff and communications at Sunshine Sign Company. She earned a Bachelor of Arts degree from Colgate University and a Master of Arts degree in Global Marketing Communication and Advertising from Emerson College. She was recently featured as a “Woman to Watch in 2023” in Worcester Magazine.

Griffin has over 32 years of professional experience focused in Massachusetts; her expertise in strategic property management includes vendor contract bidding and procurement, financial reporting, budget preparation, construction and capital planning, and client and tenant relations. Griffin is a LEED Green associate, Building Owners and Managers Association (BOMA) member, and holds an RPA Certification. She was recipient of the Boston Toby Award for Mid-size buildings in 2007, and Boston and Regional Toby Award for Historic Buildings in 2013/2014, which recognizes the best and brightest in property management, building operations and service in the commercial real estate industry,

Adamo and Griffin position NAI Glickman Kovago and Jacobs to continue growing its Worcester county portfolio and will play integral roles in expanding its central MA presence.

