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## **Cheeseman joins Cushman & Wakefield as senior managing director, presence & client solutions lead**

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Patrick Cheeseman

Boston, MA Cushman & Wakefield has hired Patrick Cheeseman as senior managing director, presence by Cushman & Wakefield and client solutions lead. Presence gives landlords and investors sophisticated tools and programming that bolsters building experience and engagement with building employees and creates workplaces that attract and retain tenants.

Cheeseman will lead operations and drive advancements in hospitality and programming under the firm's asset services tenant experiences platform, and will be responsible for the strategic growth, execution, and operational oversight of the presence service offering.

"As we have continued to strategically build our tenant experience program, we identified that long-term success would require having strong subject matter expertise in hospitality and leadership in operations and team development, all areas in which Patrick excels," said Marla Maloney, president of Americas services. "Patrick has spent his career delivering world-class hospitality programs and empowering distributed and centralized teams to deliver outstanding, frictionless experiences."

"Patrick brings the perspective, expertise and executive operations knowledge in hospitality, employee engagement, and customer service to optimize our program offering and elevate the Presence by Cushman & Wakefield experience we deliver to our clients," said Brett Williams, Tenant Experience Lead for Asset Services.

A hotelier with nearly 20 years of experience, Cheeseman was most recently Managing Director of Americas Consulting at CBRE. He also built and led the Experience Services product team at CBRE Host, bringing a customer focus to workday support through engagement tools, hospitality training, and innovative partnerships that bring service to end-users.

"Cushman & Wakefield is known throughout the commercial real estate industry for providing a client experience that is unmatched," Cheeseman said. "I look forward to bringing my expertise to this role and creating an impact for this important initiative."

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