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## **The Peabody Companies promotes Pulsifer to vice president of strategic development**

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Whitney Pulsifer

Braintree, MA The Peabody Companies has promoted Whitney Pulsifer to vice president of strategic development. In this newly created role, Pulsifer will oversee both the marketing and creative department and the information technology team, leading the company's branding and communications efforts and supervising its technological infrastructure.

With her extensive experience and innovative vision, Pulsifer will ensure the Peabody Companies' message resonates strongly across all platforms while aligning the company's technological infrastructure with its future vision and strategic goals. Additionally, as the data security officer, Pulsifer underscores her commitment to maintaining the highest standards of data protection within the organization.

Bringing more than 15 years of experience in the multifamily property management and development sector, Pulsifer began her journey with the Peabody Companies in 2015 as senior director of strategic initiatives.

Pulsifer has grown into a business leader specializing in communications, data security, marketing, and administration. Her expertise spans strategic planning, program development, and implementation, showcasing her ability to think creatively and strategically in pursuit of operational excellence.

Pulsifer has spearheaded several company events and change management initiatives, focusing on enhancing employee engagement and nurturing leadership development. With a keen eye for creative services, her role encompasses media relations, PR, and communications, ensuring the brand's voice resonates consistently across all platforms.

Further showcasing her diverse skill set, Pulsifer has developed and managed visual, digital, and print design initiatives, bolstering Peabody Companies' social media engagement and presence. She has also overseen website development and management, working closely with her team to create a new website.

Philanthropy and the Helping Hands Program hold a special place in Pulsifer's professional journey, and she is proud of the programs she has helped develop to allow the Peabody Companies to give back to the community.

"Whitney's promotion to vice president of strategic development is a testament to her hard work, dedication, and innovative thinking," said Melissa Fish-Crane, principal and CEO at the Peabody Companies. "We are confident that her leadership will continue to drive growth and success for our organization."