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Michaels joins Redgate as vice president, marketing

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Lauren Michaels

Boston, MA Redgate, a leading strategic advisory, owners' representation and real estate investment firm, has expanded its team with the hiring of Lauren Michaels as vice president, marketing. In her new role, Michaels will lead marketing, communications and branding initiatives at Redgate that will elevate the firm's brand, drive business development opportunities and enhance Redgate's established presence in the Boston, Mid-Atlantic and Raleigh markets.

Michaels brings over a decade of professional marketing and communications experience in the commercial real estate and development sectors to her position at Redgate. Michaels will leverage her integrated marketing techniques and public relations skills to support Redgate's owners' representation and strategic advisory services and further amplify the firm's leadership position in the market.

"Redgate has long been a trusted advisor and partner to clients across the Boston, Mid-Atlantic, and Raleigh markets, and with Lauren's deep expertise in marketing and communications, we will further elevate our track record of success," said Kyle Warwick, principal at Redgate.

"Her innovative and collaborative approach to marketing will undoubtedly be instrumental to Redgate's development and market presence. We are excited to welcome her to the team."

Michaels joins Redgate from leading hospitality and residential developer Carpenter & Company, Inc., where she served as marketing director, overseeing integrated marketing campaigns, content development and strategic programming. Prior, Michaels spent more than 10 years at an award-winning PR and public affairs agency, where she served in several roles including vice president at the firm, leading public relations programs for prominent commercial real estate clients throughout Greater Boston.

"I'm thrilled to be joining Redgate as vice president of marketing," said Michaels. "Redgate's steadfast commitment to delivering high-quality real estate projects and meaningful results for clients is strongly aligned with my approach to marketing. I look forward to contributing to the firm's growth as we further amplify Redgate's expertise in key markets across our portfolio."

Michaels is a past co-chair of the Women's Leadership Initiative at Urban Land Institute's (ULI) Boston/New England chapter, where she organized programs focused on elevating women in real estate. She has been a long-time supporter of the Sumaira Foundation Neuromyelitis Optica Spectrum Disorder, where she has sat on the Board of Directors since 2015. Michaels also volunteers with HopeWell, Massachusetts' largest nonprofit provider of comprehensive foster care, where she supports efforts related to their annual gala and fundraiser. She also donates time to support The Lenny Zakim Fund, a non-profit organization that builds bridges among people and communities to advance social, economic, and racial justice.