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## **Columbia promotes Tassmer to vice president of marketing**

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Katy Tassmer

North Reading, MA Columbia, a construction management firm that is celebrating 100 years since its founding in 1925, has promoted Katy Tassmer to vice president of marketing. Tassmer joined the firm in 2017 as managing director of marketing.

“In addition to building our marketing group to support seven distinct market sectors, Katy has also shepherded the company through a major rebranding and is leading the charge on our 100th Anniversary Celebration,” said Columbia executive vice president Dave Stodden. “Always embodying the Columbia Way principles of Communication, Trust, Integrity & Honesty, Katy leads with a collaborative approach focused on positioning Columbia and our brand in the best possible light.”

Tassmer has more than 30 years of marketing and communications experience in both the construction and architecture sectors.

“While collaborating with Columbia while working at another company, I was immediately drawn to the warm and supportive people-focused culture here,” said Tassmer. “There is a true desire to see everyone succeed on their terms, and that’s a contagious mindset. It’s a genuine pleasure to highlight all the good works that my colleagues do on behalf of our clients every day.”

Tassmer assumes her new position immediately.

Columbia is a century-old construction management company with a history of building a multitude of project types and long-lasting client relationships. They empower their teams to take ownership of the job, to solve problems the moment they occur and even before they occur, and to remain accountable at every turn.

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