



CELEBRATING  
55 YEARS

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## **Columbia promotes Carpenter to senior vice president and Tassmer to vice president of marketing**

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Bill Carpenter

Katy Tassmer

North Reading, MA Columbia, a construction management firm that is celebrating one hundred years since its founding has promoted Bill Carpenter to senior vice president and Katy Tassmer to vice president of marketing.

Carpenter most recently served as vice president | preconstruction & estimating.

Carpenter has worked at Columbia since 2005. “For nearly two decades, Bill has been a pillar of our preconstruction & estimating team,” said Columbia executive vice president Dave Stodden. “Starting out in our Interiors Group as an estimator, Bill championed new technologies and a continuous improvement mindset. Since taking over management of our entire preconstruction & estimating team in 2019, he has evolved the group into a best-in-class service provider, always demonstrating innovation, accountability, and integrity. His leadership style prioritizes psychological safety, team collaboration, and career development, giving his high-performing group the ability to swarm any challenge.”

As senior vice president, Carpenter will continue to work alongside Columbia’s leadership team to advance and ensure exceptional project outcomes and professional growth opportunities for all.

“For twenty years, I’ve had the pleasure of working at a company where I am consistently encouraged and supported in my desire to learn more and do more,” says Carpenter. “I’m deeply

thankful for the opportunity to work alongside my colleagues and honored by their belief in my ability to take on new challenges.”

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 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,” says 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.”

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