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2025 Women in CRE: Diana Perry, Rumphius Marketing

September 26, 2025 - Spotlights



Diana Perry
President + CEO

What has been the most rewarding project or deal you've worked on in your career, and why? The most rewarding experience of my career has been starting my own company, Rumphius Marketing, in 2021. After 16 years in the industry, I saw a need for more modern and strategic marketing in commercial real estate and created an agency to fill it. Since then, we've branded and marketed brands, properties, and companies nationwide. Being an entrepreneur, earning the trust of clients, and showing my daughter that women can lead and create their own path has been most rewarding.

What drew you to commercial real estate, and what keeps you passionate? I was drawn to commercial real estate at 23, inspired by people whose passion for it was contagious. I quickly discovered the excitement of strengthening brands, working with tenants from internationals to independents, planning events, and traveling, I was hooked. Over time, I saw marketing in the industry wasn't evolving, so I founded Rumphius Marketing to modernize it with creativity, inclusivity, sustainability, and AI. What keeps me passionate is working through client challenges with fresh ideas that ditch the old playbook.

What's a challenge you faced early in your career, and how did you overcome it? Early in my career, I felt like an outsider. Most women I knew were assistants, not leaders, and I was in marketing in a leasing-focused industry. Instead of trying to fit in, I carved out my own niche by writing about emerging topics others were struggling with, like social media in retail real estate and AI applications. I created columns like 'Dishing Social Media & Tech' and 'AI in CRE Fridays.' Eventually, I founded my own CRE-focused marketing company with high-profile clients who trust in me.

What advice would you give to a woman considering a career in commercial real estate? Commercial real estate requires resilience, but never underestimate the power of kindness as it builds relationships that last. Learn the rules of the industry, but don't be afraid to create your own path and carve out a niche that sets you apart. Invest in your personal brand, because how you show up consistently shapes the opportunities that come your way. Get involved in industry groups, show up in-person, and add your voice to the conversation.