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The Mark Company Appoints Nicola Yem As Senior Director Of Marketing

Former Head of Marketing for Americas Region at Cushman & Wakefield Joins Leading Residential Real Estate Sales and Marketing Firm

[The Mark Company](#), one of the nation's leading real estate sales and marketing firms, today announced the appointment of **Nicola Yem** as Senior Director of Marketing. She will be responsible for developing and executing overall marketing strategy for the company.

Previously, Yem was Senior Managing Director and Head of Marketing for the Americas Region at Cushman & Wakefield. She was responsible for all marketing activity in North America, Latin America and Mexico, including leading the development of a comprehensive marketing and leasing plan for One World Trade Center in Lower Manhattan. Prior to that, she was Managing Director, Western Region for Cushman & Wakefield.

"We are very excited to welcome Nicola to the firm," stated **Alan P. Mark**, founder and president of The Mark Company. "Her strong corporate marketing expertise will enable us to enhance our reputation as one of the leading real estate sales and marketing firms in the Western United States."

About The Mark Company: The Mark Company (TMC) is a premier real estate sales and marketing firm. Headquartered in San Francisco, the company represents high profile residential projects in leading markets throughout the Western United States. Founded in 1997 by President Alan P. Mark, TMC delivers a proven approach to the strategic planning, marketing and sales of new developments, ranging from luxury buildings in urban locations to mixed use properties in suburban settings. The firm is a trusted partner to leading residential developers and financial institutions such as Tishman Speyer, iStar Financial and Bosa Development. With emergent technologies and an unmatched team of professionals at its core, it provides a full range of services including market leading research, product design, marketing, and sales strategy. Since 2008, TMC has closed more than 6,700 units and generated over \$4 billion in sales volume for some of the nation's most notable and successful developments including One Hawthorne and the St. Regis Residences in San Francisco, Spire in Denver, Bayside at the Embarcadero in San Diego, Barker Block and Evo South in Los Angeles, and The Martin in Las Vegas. For more information, visit www.TheMarkCompany.com.