

Comings & Goings

Urgo named president at Marketing Directors

With the spring residential market in full swing, Jacqueline Urgo was promoted to president of the Marketing Directors Inc., a residential marketing firm specializing in new developments.

Urgo has worked with the Marketing Directors for over 20 years, having started as a project manager in 1986. The 44-year-old marketer has worked on more than 25 residential developments in Manhattan and New Jersey. Urgo was named marketing director of the year for the northeast region in 2005 by the National Sales and Marketing Council.



Jacqueline Urgo

Urgo, most recently executive vice president, has employed some attention-getting strategies in her recent New York City marketing campaigns, such as art gallery-style lobbies, wine cellars and advertising on iPods. Recently, Urgo used a number of novel marketing tactics at projects the company is handling in Jersey City – such as the Beacon, Grove Point and Trump Plaza – where she promoted a communal spa shower as an amenity.

Former president Adrienne Albert, who started the Marketing Directors in 1980, will continue with the company as national director. The company merged with the Ryness Company in 2006 and has approximately 75 employees nationwide, with the majority based in Manhattan.

According to a study conducted by *The Real Deal* last year, the Marketing Directors came in second among Manhattan new development marketing firms, bringing more than 5,000 units and 34 new residential developments online in a five-year period. The company will be even busier this spring, launching several thousand units in new developments such as Atelier at 635 West 42nd Street; the Setai, New York at 40 Broad Street; the Visionaire at 55 Battery Place and Platinum at 247 West 46th Street. **By Vanessa Londono**

SL Green growing and grooming at top

SL Green, New York City's largest office landlord, keeps growing – and it has made changes at the top to help handle the expansion.

While buying and selling at a furious clip, the commercial building giant, which is organized as a real estate investment trust, reorganized its upper ranks in April. It named a new president and a new chief operating officer, according to CEO Marc Holliday. It also promoted other executives, he said (see box at right).

Andrew Mathias was named president, taking over the job from Holliday, who retains the post of CEO. Mathias was previously the chief investment officer. Also promoted was chief financial officer Gregory Hughes, now chief operating officer. Hughes will also keep his title of CFO. "Our organizational structure needs to keep pace with our growth as a company, Holliday said. "SL Green has been on a steep growth trajectory and it's essential that we have the executive and management structures that can accommodate that growth."



Andrew Mathias

Both Hughes and Mathias worked with Gramercy Capital, a commercial real estate finance REIT affiliated with SL Green. Hughes was the chief credit officer for the company, while Mathias served as chief investment officer.

In a new hire, Isaac Zion took on the managing director job in SL Green's investment group, coming from a similar position at Tishman Speyer Properties.

SL Green owns approximately 24 million square feet in Manhattan office properties and approximately 300,000 square feet in retail properties. It is the fourth most active property buyer in the past 12 months in Manhattan, with acquisitions totaling more than \$3 billion (see page 92).

In its most recent deal, SL Green sold the 41-story Clock Tower at Five Madison Avenue to Africa Israel Investments for \$200 million. SL Green's biggest transaction in the past year – and biggest deal for the company – was its \$6 billion buyout of Reckson Associates Realty Corp., which closed in late January. The deal gave SL Green control of six city buildings – including 919 Third Avenue, 810 Seventh Avenue and 1185 Avenue of the Americas – totaling 5.6 million square feet. **By Vanessa Londono**

Mortgage brokers find shelter in commercial

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