

## EDIE C. HARTMAN

DIRECTOR | RESEARCH & COMMUNICATIONS

Ms. Hartman joined Grant Street Associates, Inc. in January 2006 and serves as the firm's liaison to Cushman & Wakefield and other Alliance firms throughout the country. Her primary responsibilities include the preparation of quarterly market reports, the collection of market research for special projects, and the creation, development and management of the firm's marketing strategy and plan implementation.

Among Edie's most recent projects are the design and production of Grant Street's new corporate capabilities brochure and new website. Her focus has been on an overall branding campaign for the firm that includes an outdoor advertising campaign, mass media advertising, event sponsorship and social media marketing. Edie's interest in the commercial real estate industry began in college while she worked as a student employee in the City of Athens, Ohio, mayor's office. Her experience as an executive recruiter in the construction and commercial real estate sectors further expanded her industry knowledge and prepared her for her current position.

Ms. Hartman holds a Bachelor of Science degree in Journalism with a specialization in Public Relations from Ohio University, Athens, Ohio. She is a member of the International Association of Business Communicators (IABC) Pittsburgh chapter and serves as the Director of Public Relations on its board, as well as being a member of the awards judging committee. Edie is a member of Sigma Kappa Sorority's Pittsburgh Alumnae chapter and currently volunteers as a Collegiate Province Officer for the national organization.

