

**David Finnegan**

Vice President - Marketing Services

NAI Hunneman\*

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### Scope of Responsibilities

David oversees NAI Hunneman's Marketing Services Group and has over 20 years of experience as a real estate marketing communications professional with broad-based expertise in the areas of brand management, strategic planning, design, channel and business development, key accounts, project launch/management, public relations and social media.

### Background & Experience

Prior to joining NAI Hunneman in 2011, David was Director of Marketing at Forest City Enterprises, one of the largest real estate development and management firms in the US with \$12 billion in assets and specializing in the development of mixed-use and life science campuses. David developed in-depth marketing programs for development projects in Boston at University Park at MIT, in Baltimore at John Hopkins, and in Philadelphia, Chicago, and Denver.

While at Forest City David was responsible for marketing over 5 million square feet of property. David established the brand and marketing strategy for a new division at Forest City known as The Science & Technology Group. David was responsible for the development of all collateral materials, messaging, advertising, public relations/social media and the creation of a new website for Forest City's Science & Technology division.

### Professional Affiliations & Designations

Bike to the Beach New England - Participant/Fundraiser  
Crossroads School for Children - Parent/Supporter  
Boston College Hockey Mentoring Program – Business Mentor to Hockey Players  
An Evening for Bridget (Annual fundraiser for Dana Farber Cancer Institute) - Member of Board of Directors  
Massachusetts Boys State - Alumni

### Educational Background

David holds a Bachelor of Science in Marketing from Boston College's Carroll School of Management as well as an MBA with a concentration in Marketing and Finance from Suffolk University.