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EIGEL SELECTED to LEAD MARKETING DIVISION at MB REAL ESTATE

CHICAGO, August 29, 2016 – MB Real Estate (MBRE) announced today that Karoline Eigel has been selected to serve as senior vice president and chief marketing officer for the Chicago-based real estate services firm.

“We’ve had the good fortune of working with Karoline for a number of years as a marketing consultant to our firm,” stated Peter Ricker, chairman and CEO of MBRE. “She is a proven leader in all areas of real estate operations and will continue to be a important contributor to our mission of maximizing value for our clients.”

With 18 years of experience in real estate market research, strategic planning transactions and marketing program execution, Eigel will oversee marketing activities across MBRE’s six business units and lead the firm’s corporate brand strategy and positioning initiatives.

“As a former consultant to major institutional owners and profile developers, many of whom we worked with in concert, Karoline is a perfect fit for our team as we continue our path of rapid growth, added Kevin Purcell, EVP and COO.

Prior to Eigel’s move to MBRE, she was a principal at MarketHooks Consulting where she managed a full array of marketing initiatives for national and international institutional investors and developers.

About MB Real Estate Services Inc.

Founded in 1982, MB Real Estate is a full-service real estate organization that provides multifaceted expertise in Asset/Facilities Management; Leasing Services; Project/Construction Management; Tenant Representation and Investment Services. Additionally, MBRE Healthcare provides comprehensive real estate solutions for hospitals, health systems and physicians throughout the United States. Headquartered in Chicago, with regional offices in New York, Atlanta, Orlando, Dallas and Denver, MB Real Estate provides these services to corporations, institutions, professional organizations, private investors, and non-profit agencies. For more information, please visit www.mbres.com.

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