

19
89 | OVER
TWENTY
FIVE
YEARS

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Villani of LERA named 2017 Marketer of the Year by SMPS-NY

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Shown above (from left) are: Elias Matar, partner; Magen Mintz, marketing assistant; Carrie Villani, marketing director; Fadi Asmar, marketing coordinator; Ksenia Tretiakova, senior design engineer; and Benjamin Cornelius, partner.

Manhattan, NY Structural engineering firm, Leslie E. Robertson Associates (LERA), were recognized at Liberty Awards, the annual awards program hosted by the Society for Marketing Professional Services New York (SMPS-NY) that celebrates excellence in marketing communications and professional achievement from firms and professionals in the A/E/C industry.

LERA's director of marketing, Carrie Villani, was named 2017 Marketer of the Year in recognition of her work spearheading LERA's marketing efforts and her commitment to the SMPS and real estate industry at large. Villani is chair of the SMPS-NY Coordinators Club and serves on the Board of CREW New York as Communications and PR chair.

In addition, LERA won the People's Choice Award for the development, design and launch of LERA's virtual reality business service, LERA IMMERSE. The Promotional Campaign included a logo, videos, branding and website. The People's Choice Award was voted on by the gala attendees during the event, LERA also won Second Place for the Promotional Campaign category and Honorable Mention for both the Newsletter and Event/Holiday Piece categories.

Leslie E. Robertson Associates (LERA) is an M/WBE structural engineering firm providing services to architects, owners, contractors and developers. Since their founding in 1923, they have designed numerous landmark projects across the world and have established a strong reputation for design and technical excellence. Today, LERA's talented professionals continue the tradition of creating innovative yet constructible and economical structural designs. Headquartered in New York City, LERA also operates branch offices in Mumbai, Shanghai and Hong Kong.

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