

PERKINS EASTMAN GAINS MARKETING GURU

One of Manhattan's foremost architecture marketers, David Koren, has left Gensler's New York office for Perkins Eastman. He was Gensler's director of marketing for the northeast region for eight years, but admitted on his blog he could not pass up the opportunity to drive the worldwide image for Perkins Eastman. "It's the largest architecture firm headquartered in New York, and I'm excited about the challenge of helping them to figure out who they are, what they want to be known for, and where they're going," Koren wrote. He is best known as the author of *The Architect's Essentials of Marketing*, though he also served as president of the New York chapter of the Society for Marketing Service Professionals from 2005-2006, the trade group for design and construction marketers.

