

APRIL 14, 2021 - **ALEXANDER MARKETING & COMMUNICATIONS** IN THE NEWS

Real Estate Weekly Leading Ladies 2021

After one of the most turbulent years in recent history, Real Estate Weekly is proud to introduce its 2021 Leading Ladies of Real Estate.

This elite group of trailblazing women have been acknowledged by their peers for their significant roles in the past, present and future of the business and all of its many facets.

From efforts to help their companies navigate a global pandemic, to contributions to the ever-evolving cityscape, they have each displayed incredible commitment not just to their job, but to using their talents to shape the way we interact with the built environment and their influence to make it better for everyone.

We are proud to celebrate them today and look forward to their continued success.



LINDA ALEXANDER



Most recent achievements: In November 2020, Alexander Marketing Corp. celebrated its 20th Anniversary –virtually! Staying active in the pandemic was challenging, but the past six months have been among the most rewarding in the firm’s history: In October 2020, AMC announced the grand re-opening of Turnstyle Underground Market, a milestone for the City. In February 2021, AMC announced the launch of GridRewards, a groundbreaking program and free mobile app that pays Con Edison customers to reduce their electricity use, while helping save the environment. In March, AMC introduced Marcus Garvey Village, an exciting 330-unit multi-family project that focuses on the unique culture of Harlem and the community, rather than promoting gentrification. AMC continues to represent great clients with important stories to tell! Linda founded Alexander Marketing Corp. in 2000, bringing decades of media, marketing and real estate industry relationships together. Linda’s extensive writing skills have served her through stints as a journalist, copywriter, copy editor, composer, lyricist, jingle writer, and cookbook author. She has held positions as a cooking instructor at the 92nd Street Y and contributed to its “International Kosher Cookbook.” She is the co-author of Crown Publishing’s best-selling “Pojanee Vatanapan’s Thai Cookbook with Linda Alexander,” one of the first Asian cookbooks created for Western kitchens. Much earlier in her career, she was the music therapist for Kirby Hospital at Manhattan State Psychiatric Center. A devoted Upper Westsider who has been active with block associations, parks, and community-based initiatives, Linda co-founded Teddy’s Run in Theodore Roosevelt Park 1998 and sits on the Board of Directors of Friends of Roosevelt Park. A long-standing member of Community Board 7/Manhattan, she currently serves as Co-Chair of the Business & Consumer Issues Committee, working with neighborhood retailers and restaurants.

Linda Alexander is president of Alexander Marketing, a full-service public relations firm specializing in real estate and related markets