



KRISTI PROCOPIO
Chief Marketing & Operations Officer

Ms. Procopio brings a wealth of experience and expertise, with a career spanning nearly two decades on the “buy side.” Her diverse background includes overseeing operations, finance, marketing, sales, communications, investor relations, and recruiting. In addition, she has notable accomplishments in real estate media sales, having served as the National Director of Sales for renowned organizations such as France Media, Globest.com, and Property Sciences’ Commercial Lender Magazine (acquired by Scotsman Guide).

With prior roles as a COO for a major brokerage, Chief Banking Officer, and CMO, Ms. Procopio has consistently demonstrated her ability to drive success. She has been responsible for managing budgets, shaping strategy, leading digital initiatives, designing innovative products, and implementing customer segmentation. Moreover, she has played a pivotal role in developing, managing, and executing strategic plans with a focus on achieving business objectives.

Throughout her career, Ms. Procopio has received numerous accolades and recognitions for her outstanding contributions to the industry. She was honored as the Women of the Year in CRE by Connect Media and has been twice selected as a Woman of Influence by Real Estate Forum. The San Diego Business Journal has also acknowledged her achievements, naming her Marketing Professional of the Year and recognizing her as a Women Who Mean Business finalist.

Beyond her professional accomplishments, Ms. Procopio actively engages in her community. She serves on the Board of Directors for Meals-on-Wheels, volunteers with Habitat for Humanity, and contributes her expertise to the CREW Board Marketing Committee and the YMCA. Ms. Procopio currently resides in Scottsdale with her family and is a proud mother of two nationally ranked teenage athletes. Additionally, she brings her own athletic background as a former D1 basketball player, showcasing her dedication and drive both on and off the court.

PROFESSIONAL HIGHLIGHTS

- ◆ Buy-side expert with diverse leadership roles in operations, finance, marketing and sales
- ◆ Accomplished in real estate media sales, driving business growth and strategic sales initiatives
- ◆ Leadership experience as COO, Chief Banking Officer, and CMO, driving budgets and strategies
- ◆ Recognized industry leader: Women of the Year, Woman of Influence, Marketing Professional of the Year
- ◆ Extensive experience in public relations, and content strategy



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