



KATIE HOLLENBAUGH AICP, LEED AP

Principal, Marketing & Business Development

Katie has over 20 years of experience in the field of urban planning and design. She joined the PlaceWorks team in 2005 as an urban designer and helped manage a variety of planning, design, and environmental review projects across the Northern California. After nearly five years, Katie transitioned to the role of Marketing and Project Development Manager, overseeing business development efforts.

Katie's foundational project experience provides her with a strong understanding of the industry, which informs her work as Director of Marketing and Business Development. In 2014 she helped lead the firm through its rebranding and name change. In addition to overseeing corporate marketing efforts for PlaceWorks, Katie leads the firm's business development and document services teams. Katie strongly believes in PlaceWorks' values and passionately dedicates herself to advancing its mission.

OVERVIEW OF RESPONSIBILITIES

- Direct, coordinate, and track corporate marketing materials, including company website, company brochure, e-blasts, mailers, postcards, social media websites, newsletters, publications, and ad placements.
- Direct, coordinate, and track corporate marketing activities, including regional, statewide, and national conferences and special events.
- Manage development of internal communications, including monthly intranet updates and marketing templates.
- Develop and track annual marketing budget.
- Facilitate weekly firmwide corporate marketing meetings.
- Direct, coordinate, and track California leads, award submittals, and proposals.

HIGHLIGHTS OF EXPERIENCE

- Project Development and Marketing Manager | PlaceWorks
- Project Urban Designer | PlaceWorks
- Development Analyst | National Affordable Housing Trust

EDUCATION

- MA, Urban Planning, Graduate School of Design, Harvard University, Cambridge, MA
- BA, Sociology and Urban Studies, Colorado College, Colorado Springs, CO

CERTIFICATIONS

- American Institute of Certified Planners
- Leadership in Energy and Environmental Design Accredited Professional

AFFILIATIONS

» American Planning Association

Team member since 2005



KATIE HOLLENBAUGH

Marketing Director

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