

FROM: THE MARKETING DIRECTORS
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THE MARKETING DIRECTORS
RESIDENTIAL DEVELOPMENT ADVISORS

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For Immediate Release

The Marketing Directors Expands Team With Suchetha Ottikkutti as Marketing Coordinator

New York, N.Y. – March 18, 2019 – Suchetha Ottikkutti has joined The Marketing Directors (TMD), a leading, national development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders, as Marketing Coordinator.

Ms. Ottikkutti will be responsible for the positioning of the firm’s properties in the market, product development, and the management of TMD efforts in PR and ongoing sales and leasing. She will work closely with senior management to create marketing campaigns and strategies for future projects. The announcement was made by Jacqueline Uργο, president of The Marketing Directors.



“Suchetha’s background in fashion will be an asset to our work with developers and clients, as both industries involve creating unique, premium products and filling a need in the market,” said Ms. Uργο. “Many new developments have collaborated with fashion designers or artists as part of the marketing campaign, and Suchetha will be able to bring fresh perspectives to help our clients as they deliver their product to the market.”

Ms. Ottikkutti recently graduated from LIM College with a master’s degree in merchandising and marketing operations. She also holds a bachelor’s degree in fashion design from Raffles College of Design and Commerce. However, after a part-time administrative position with TMD in 2018, Ms. Ottikkutti decided to switch her career path from fashion to real estate.

“My role required me to work weekends at one of the firm’s luxury developments in Long Island City, and I became infatuated with NYC’s thriving real estate market. The Marketing Directors’ innovative marriage of aesthetic and functionality in a sustainable direction is crucial in the current atmosphere, and I’m excited to be a part of it,” said Ms. Ottikkutti.

Outside of the office, she is a Global Citizen of Sustainable Development, helping to build a program which constructs community kitchens for Vedike Eco-School and toilets in rural India. She also helped to organize a fundraiser to cater to the recreational needs of the school's young students. Ms. Ottikkutti designed gowns for a fundraiser in Summer 2018 for Stand for Education, and all proceeds benefitted the students of Malek primary school in South Sudan.

About The Marketing Directors

The Marketing Directors is a development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders of new homes. Headquartered in New York, with offices and sales teams active around North America, The Marketing Directors is known for its success in selling and leasing homes at prices that help its clients achieve their goals for each development. In its 30+ year history, The Marketing Directors has helped its clients successfully sell-out more than 1,000 new developments across the country – more than any other marketing firm. It is headed by founder Adrienne Albert and Jacqueline Uργο.