



Press Contact:

Great Ink Communications – (212) 741-2977

Sara Williams sara@greatink.com

Eric Gerard eric@greatink.com

Eric Nizguretsky en@greatink.com

**WATERTON WELCOMES MARKETING VETERAN CHRISTINA STEEG AS SENIOR
VICE PRESIDENT OF MARKETING & COMMUNICATIONS**

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***Seasoned Communications Professional Will Enhance Marketing Synergies Across Waterton
Multifamily, Hospitality and Seniors Housing Divisions***

(July 11, 2022 – Chicago, IL.) – Waterton, a national real estate investor and operator, today announced that Christina Steeg will join the firm as senior vice president, marketing and communications. Ms. Steeg will be responsible for overseeing the strategic direction of the firm’s marketing efforts, maintaining a consistent and cohesive brand voice across all corporate and property platforms.



Ms. Steeg will be based in Denver, CO and will report to Michelle Wells, managing partner, investor relations, and will closely collaborate with Stephanie Brock, managing partner, property management.

“We are excited to welcome Christina to the Waterton team,” said Wells. “She is a dynamic and experienced marketing and communications professional and her keen understanding of corporate, investor and property marketing will be integral in maintaining a uniform voice across our platforms.”

With more than 25 years of experience in the real estate sector, Ms. Steeg is a seasoned communications professional with extensive national marketing and property operations experience. As an industry leader and a champion of technology and innovation, she brings a broad strategic perspective, reaching beyond traditional marketing functions to maximize firmwide marketing and communications efficiencies.

“Christina will be a valuable addition to the senior team,” said Brock. “Her experience in the property marketing space and as a leader and mentor with a strong commitment to growing and developing the team will make her an incredible asset across the company.”

Prior to joining Waterton, Ms. Steeg served as the industry principal at Reach by RentCafe (a digital marketing agency within Yardi Services) where she served as liaison between the sales, marketing, and product development teams. She previously served as senior vice president marketing and training for Simpson Housing, where she was tasked with hiring, mentoring, and managing corporate and regional marketing associates. In that role she oversaw all corporate marketing and training initiatives for the firm's 20,000-unit portfolio across 15 states. Throughout her career, Ms. Steeg has continually set new benchmarks for improving resident satisfaction and increasing corporate efficiency via the integration of technology and property marketing.

"I was immediately impressed by the firm's commitment to a collaborative growth environment, and Waterton's reputation as an industry leader with a strong company culture made them an ideal fit," said Steeg. "I look forward to using my experience to enhance firm-wide collaboration and to help amplify Waterton's brand voice."

About Waterton:

Waterton is a real estate investment and property management company with a focus on U.S. multifamily, senior living and hospitality properties. Founded in 1995, Waterton executes value add strategies and manages a national portfolio of properties on behalf of institutional investors, family offices and financial institutions. Waterton is privately held and is headquartered in Chicago with regional teams throughout the United States. As of March 30, 2021, Waterton's portfolio includes approximately \$9.3 billion in real estate assets. Visit Waterton's website: www.waterton.com.