

Kristy Yule, Vice President of Marketing, Newland Communities Mid-Atlantic Region and a senior marketing leader focused on collaborating with regional operations and project/community teams to provide marketing strategies and programs to meet regional business plans and financial goals. She is responsible for the development and management of strategic marketing plans for Newland Communities, provides senior marketing leadership in the acquisition, and community start-up phases and strategic direction for each Mid-Atlantic community. In 2006, Kristy was selected as Marketing Director of the Year at the Professionalism Awards for the Atlanta Sales & Marketing Council. Previously, Yule led the marketing efforts for masterplanned communities in the metro-Atlanta area for Newland Communities. Kristy also serves on the Newland leadership team and is a brand manager for the company, monitoring compliance with corporate branding initiatives.