

Professional Profile



LYNN M. MCDANIEL

Vice President
Marketing Services

CURRENT RESPONSIBILITIES

As Vice President, Marketing Services, Lynn is responsible for overseeing all marketing and research initiatives of the firm. Her duties include managing all corporate publications and public relations programs, as well as directing the daily marketing of more than 300 exclusive listings. She also leads the Marketing Committee and participates in the semi-annual planning retreats of the senior management team.

CAREER SUMMARY

Lynn was an elementary school teacher for five years prior to joining Harrison & Bates in 1978 as receptionist. She was quickly promoted to Secretary, then Lease Administrator and Marketing Coordinator. She held the position of Marketing Director for ten years and was promoted to Vice President in 2003. Her 30+ years of experience with the company give her a tremendous depth of knowledge about all aspects of its systems and processes.

EDUCATION

- B.S. Elementary Education, Madison College (now James Madison University)
- Completed numerous courses relating to marketing and publishing.

ACCOMPLISHMENTS

Lynn has successfully managed the company's property database for more than two decades and made significant contributions to the company's annual Market Review from 1984 to 2000. In recent years she implemented numerous marketing initiatives for the firm, including the quarterly specialty newsletter program. She is technologically proficient and skilled in desktop publishing and presentation programs. She is a past recipient of the company's Spirit Award and Achievement Award.

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