

ADVOCACY

Team Members

Shannon McGahn

Chief Advocacy Officer

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Contact: **Jenn Stalzer**

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(202) 383-1248

Jon Waclawski

Vice President

Political Advocacy

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Helen Devlin

Vice President

Strategy & Advocacy Operations

hdevlin@nar.realtor

Areas of Expertise

- Strategic Vision for Advocacy Group
- Advocacy Events
- Federal Independent Expenditures
- Federal Lobbying Activities
- Advocacy Communications

- Campaign Services
- State and Local Independent Expenditure Program
- State and Local Issues;
State and Local Issues Mobilization
- Member Mobilization programs
- RPAC Fundraising; RPAC Grants; RPAC Policy and Implementation

realtorparty.realtor/resourceguide/list

- Advocacy Budget
- Community Outreach Programs including
- Housing Opportunity Grants and Resources
- Fair Housing Grant and Resources
- Smart Growth Grants and Resources
- Placemaking Grant and Resources
- Rural Outreach Grant and Resources
- State and Local Growth Polling Program
- Customized State Smart Growth Legislation
- On Common Ground Magazine
- Land Use Initiative
- Transforming Neighborhoods Program
- Housing Opportunity Committee
- Housing Counseling Policy and Resources
- Smart Growth Advisory Board
- Advocacy Core Standards
- Real Estate Services – Mortgage Group

realtorparty.realtor/resourceguide/list

ADVOCACY

Team Members

Bryan Greene

*Vice President
Policy Advocacy*

bgreene@nar.realtor

Areas of Expertise

Federal Policy Issues

- Business Issues
- Commercial Federal Policy
- Financing
- Fair Housing Policy and Programs
- Housing Policy
- Federal Taxation
- Federal Technology
- Housing Opportunity
- Insurance
- Infrastructure
- Supply and Inventory Policy
- Land Use, Property Rights and Environment
- Appraisal, Real Property Valuation
- Real Estate Services
- State and Local Issues

narfocus.com/billdatabase/clientfiles/172/21/4485.pdf

Joe Harris

*Vice President
Government Advocacy*

jharris@nar.realtor

- Federal Lobbying Activities
- Lobbying Team
- Federal Political Coordinator Program
- Federal Political Representatives
- Federal RPAC Disbursements
- Federal Independent Expenditures
- Federal Candidate Campaign Programs
- President's Circle Program
- Public Issue Advocacy Program
- Consumer Advocacy Outreach Program

FINANCE AND INFORMATION TECHNOLOGY

Team Members

Areas of Expertise

John Pierpoint

*Chief Financial and
Internal Operations Officer*

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Contact: **Brenda Girven**

bgirven@nar.realtor

(312) 329-8251

Gayle Bobo

*Vice President
Asset Management &
Financial Planning*

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Faisal Ghauri

*Vice President
Information Technology
Services*

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Karen Paschal

*Vice President
Taxation, Financial Compliance
& Expense Management*

kpaschal@nar.realtor

Nick Falco

*Executive Director
REALTORS® Relief Foundation*

nfalco@nar.realtor

- NAR's Finance Committee, RPOC Committee, Reserves Investment Advisory Board. NAR's audit reports and financial reporting/accounting practices. NAR's budgets and budgeting process, NAR's owned buildings; NAR's investment holdings.
- NAR technology including Ecommerce, REALTORS® M1, cyber security, computer equipment, data analytics, development of new applications and RAMCO
- NAR's taxation and Forms 990, member expense reports, vendor payments
- REALTORS® Relief Foundation, Local and State Association dues compliance

LEADERSHIP RESOURCES

Team Members

Beth Brittingham

*Senior Vice President
Leadership Resources*

bbrittingham@nar.realtor

Areas of Expertise

- National Leadership Groups: Leadership Team, Committee Liaisons, Regional Vice Presidents, Past Presidents/Treasurers, Distinguished Service Awardees
- National Leaders Travel/Logistics
- Ignite Others Initiative

MARKETING & COMMUNICATIONS

Team Members

Areas of Expertise

Suzanne Bouhia

*Chief Marketing &
Communications Officer*

sbouhia@nar.realtor

*Contact: **Carson Allen***

callen@nar.realtor

(202) 383-7515

- Marketing and Communications
- Public Relations and Communication Strategy
- Consumer Ad Campaign – That's Who We R
- Digital Strategy
- Good Neighbor (Awards program management/selection and integrated marketing campaign, RAGN program management and integrated marketing campaign)
- REALTOR® Safety Program
(Program management and support: design, copywriting, etc.)
- REALTOR® Safety Advisory Committee
- Consumer Advertising – creative and media buy
- Ad campaign analytics
- REALTOR® Brand
- Consumer-facing messaging
- Consumer-facing paid and organic social
- Branded Content Partnerships
- Ad Campaign assets for member association use

Roland Varesko

*Vice President
Digital Strategy*

dvaresko@nar.realtor

- NAR and Magazine Websites' Development and Management
- Website Content Strategy
- Website and App Design
- User Experience Research
- Website Analytics
- Business Intelligence and Personalization on NAR's Digital Channels
- Email/CRM Management for NAR's Enewsletters
- Social Media Management for NAR's Channels
- Social Media Paid Campaigns
- Real Estate Today Radio Show and Podcast

MARKETING & COMMUNICATIONS

Team Members

Susan Welter

*Vice President
Creative & Content Strategy*

swelter@nar.realtor

Areas of Expertise

- NAR Event Marketing
- Strategic Integrated marketing plans (traditional, content, digital, social, event/experiential design, video)
- Brand strategy and execution
- Video production (scriptwriting, editing, producing, shoot planning, interviews)
- First-time Buyer planning and production
- Storytelling (scriptwriting, arch development)
- Content strategy
- Copyediting
- Content and publications development
- Meeting and event editorial coverage
- REALTOR® Magazine
- magazine.realtor
- Drive With NAR podcast
- REALTOR® Mag (Daily) News
- REALTOR® Mag Tips newsletter
- 30 Under 30 awards program
- CREATE Magazine (Formerly Commercial Connections)
- REALTOR® AE Magazine
- EdgeUp Newsletter (Formerly included) :
 - AE Internal News Service newsletter
 - Commercial Digest
 - Member's Edge
 - REALTOR® YPN newsletter
- Internal News Service Special Report
- Breaking News alerts
- Style, Staged, and Sold blog
- Culture Scan blog
- YPN Lounge blog
- RISMedia Entitlements

MARKETING & COMMUNICATIONS

Team Members

Mantill Williams

*Vice President
Public Relations &
Communication Strategy*

mwilliams@nar.realtor

Areas of Expertise

- Public Relations and Communication Strategy
- Media Communications
- Speechwriting for Leadership Team
- Realtor Party Travel Team and Regional Vice Presidents
- Liaisons to state and local Communication Directors
- Social Media Ambassadors

MEMBER DEVELOPMENT & EVENTS

Team Members

Marc Gould, RCE

Chief Learning &
Events Officer

mgould@nar.realtor

Contact: **Anne Beebe**
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(312) 329-5970

Jennifer Rzeszewski

Vice President & Executive Director
Center for REALTOR® Development

jrzeszewski@nar.realtor

Areas of Expertise

- Buyer Agency
- Center for REALTOR® Development online course platform
- Center for REALTOR® Financial Wellness
- Commitment to Excellence (C2EX) Programs
- Environmental, Social, Governance and Resilience (ESG+R) Annual Report
- Live Events
 - Broker's Edge
 - Broker Summit
 - Tech Edge
- NAR Academy at Columbia College
- NAR Leadership Academy
- Professional Development
- Real estate education, course development, online education
- REALTOR® Certifications
 - At Home with Diversity® (AHWD)
 - e-PRO®
 - Military Relocation Professional (MRP)
 - Pricing Strategy Advisor (PSA)
 - Resort and Second Home Property Specialist (RSPS)
 - Short Sales & Foreclosure Resource (SFR®)
- REALTOR® Designations
 - Accredited Buyer's Representative (ABR®)
 - Certified International Property Specialist (CIPS)
 - Graduate, REALTOR® Institute (GRI)
 - GREEN
 - Seniors Real Estate Specialist® (SRES®)
 - Residential Accredited Appraiser (RAA)
 - General Accredited Appraiser (GAA)
- REALTOR® L.E.A.D. Courses
- Spire – NAR's industry awareness / mentorship for underrepresented communities
- Sustainability, Green Features of a home, Green MLS, Smart Home devices, Home performance
- Volunteer Leadership Development for state and local association leaders
- Real Estate Auctions
- Resort and Second Home Properties

MEMBER DEVELOPMENT & EVENTS

Team Members

Heidi Henning, RCE

*Vice President
Meetings & Events*

hhenning@nar.realtor

Areas of Expertise

Major conference overall strategy

- Event Content and Speakers
- Virtual Event Strategy and Vendors
- Governance Meetings Schedule
- Conference General Sessions/Education Sessions/ Forums Content and Strategy
- Attendee Experience
- Remote Governance Meetings
- Business Meetings and Events
- Venue Selection and Contracting
- Event Apps and Other Tech
- Event Registration
- Event Housing
- Event Operations
- Special Events/Receptions
- Expo Operations
- Photo Protocols
- Affiliate Meeting Logistics at Legislative
- Meetings and Annual

MEMBER EXPERIENCE, ENGAGEMENT AND LEGAL (MXEL)

Team Members

Katie Johnson

*Chief Legal Officer and
Chief Member Experience Officer*

kjohnson@nar.realtor

Contact: **Aimee Crandall**

acrandall@nar.realtor

(312) 329-8271

Kate Moore

*Vice President
Member Experience*

kmoore@nar.realtor

Areas of Expertise

- [Member Support](#), our first point of contact for questions about the National Association of REALTORS®
- The [Code of Ethics](#), including the [Code of Ethics and Arbitration Manual](#), and [information on filing ethics complaints and arbitration requests](#)
- NAR's [Code of Ethics Training Courses](#), as well as the [Code of Ethics Training Toolkit for AEs](#)
- [Core Standards](#) for State and Local Associations
- [Commercial Services Accreditation](#) program for associations
- NAR [Committee service](#), including application and selection information, and Leadership Camp, part of NAR's [Leadership Week](#)
- Certification of state and local association [bylaws](#) and [MLS documents](#)
- [Association Jurisdiction, Name Changes, and Mergers](#)
- NAR's [Board of Directors](#), including [recent changes](#) to state and local association director entitlement and director qualifications
- NAR's [Global Ambassador program](#)

MEMBER EXPERIENCE, ENGAGEMENT AND LEGAL (MXEL)

Team Members

Charlie Dawson

*Vice President
Engagement*

cdawson@nar.realtor

Areas of Expertise

- **Association Leadership Development**: Resources For State and local REALTOR® Association Leaders
 - [AE Institute](#) and [AEI Year-Round Webinar Series](#)
 - [RCE Designation](#) and the designation's primary exam study reference, [The Answer Book](#)
 - [REALTOR Association Management Self-Study Courses](#)
 - [New AE Resources](#)
 - [Association Management Toolkits](#)
- **Commercial**: Resources For NAR's Commercial Practitioners and Boards
 - [C5 Summit](#)
 - [NAR Commercial Affiliates and Certifications](#)
 - [Commercial Listing Platforms and Tech](#)
 - [MIPIM](#)
 - [Commercial Services Accreditation](#)
- **Global**: Expansion of REALTOR® Membership, Partnerships, and Brand Globally
 - [International REALTOR Membership](#)
 - [Global Business Councils Program](#)
 - [NAR en Espanol.](#)
 - [Global Ambassador Program](#)
 - [Ambassador Association Program Lisa Calarco](#)
 - [Global Alliances Directory](#)
- **NAR's Institutes, Societies, and Councils**: Including CCIM, REBI, RRC, CRE, IREM, RLI, SIOR, WCR
- **Multiple Listing Services**: Policy Development, Compliance, Technology, and Strategic Planning For Local and Regional MLSs
 - [MLS Policy](#)
 - [MLS Resources for Contactistrators](#)
 - [MLS Governing Documents Certification Process, Information and Resources](#)
 - [The MLS Hour](#)

MEMBER EXPERIENCE, ENGAGEMENT AND LEGAL (MXEL)

Team Members

Lesley Muchow

*General Counsel & Vice President
Legal Affairs & Antitrust Compliance*

lmuchow@nar.realtor

Areas of Expertise

- Information and resources on a variety of [legal topics](#) impacting the real estate industry, including a library of [legal case summaries](#).
- NAR's [Window to the Law](#) monthly video series providing risk management tips and information to help real estate professionals navigate important legal issues.
- NAR's robust trademark protection program to protect and enhance the value of the [REALTOR® Trademark](#) through education and enforcement.
- NAR's [Legal Action Program](#) in support of litigation of national significance to the real estate industry, including staff support of NAR's Legal Action Committee.
- [NAR Insurance Program](#) providing professional liability insurance and patent infringement protection to state and local REALTOR® associations, and association-owned MLSs.
- [Competition in Real Estate](#), and current litigation involving NAR.
- NAR's [Campaign and election process for NAR Elected Office](#) and the vetting of certain appointed leadership positions, including staff support of NAR's Credentials and Campaign Rules Committee.
- NAR [Education Program for Association and MLS Counsel](#), an annual two-day seminar providing critical education about professional standards Contactistration and trending legal topics impacting the real estate industry, and NAR's Legal Seminar for Association Executives provided at NAR's [Association Executives Institute](#).
- NAR's [Library and Archives](#), offering [research services](#), thousands of [print and digital resources](#) for NAR members and REALTOR® association staff, & [historical information](#) about the real estate profession and the REALTOR® organization.

MEMBER EXPERIENCE, ENGAGEMENT AND LEGAL (MXEL)

Team Members

Ryan Davis

*Vice President
Diversity, Equity & Inclusion*

rdavis@nar.realtor

Areas of Expertise

- DEI Programs, Committees, and Partnerships
 - [Diversity and Inclusion Grants](#)
 - [Leading with Diversity](#), a workshop designed to help local and state REALTOR® associations advance diversity, equity and inclusion
 - [Actionable Roadmap for Local Association Diversity and Inclusion](#)
 - Partnering with [Multicultural Real Estate Organizations](#)

RESEARCH

Team Members

Areas of Expertise

Dr. Lawrence Yun

*Chief Economist & Senior Vice
President, Research*

lyun@nar.realtor

- Housing Statistics
- Affordability Index
- Commercial Research
- Economic Outlook
- Membership Forecast
- Policy Impact Analysis

[nar.realtor/research-and-statistics/research-reports/ commercial-research](https://nar.realtor/research-and-statistics/research-reports/commercial-research)

Dr. Jessica Lautz

*Vice President
Demographics & Behavioral Insight*

jlautz@nar.realtor

- Home Buyers Profile
- Home Sellers Profile
- Member Profile
- Focus Groups
- Survey of Consumers and Members
- Business Insights

nar.realtor/research-and-statistics/research-reports

STRATEGIC BUSINESS, INNOVATION, AND TECHNOLOGY

Team Members

Areas of Expertise

Mark Birschbach

Senior Vice President
Strategic Business,
Innovation & Technology

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Rhonny Barragan

Vice President
Strategic Alliances

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Dave Garland IV

Vice President
Second Century Ventures & REACH

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Tyler Thompson

Vice President
Second Century Ventures & REACH

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- [Strategic Alliances \(REALTOR Benefits® Program\)](#)
 - Example Partners:
 - REALTORS® Insurance Place
 - DocuSign
 - Sentrilock
 - FedEx
 - Liberty Mutual
- Customer service related to all partner experiences

- Second Century Ventures (scv.vc)
- NAR REACH (narreach.com)
 - REACH Commercial
 - REACH Labs
 - REACH Australia
 - REACH UK
 - REACH Canada
- PropTech, FinTech, InsurTech, Consumer Search, Data Analytics, AdTech, ESG, Sustainability, Affordable Housing, AgeTech, ConstructionTech
- Software as a Service (SaaS), Transaction Management, Back Office Systems
- Incubator, Accelerator, Sale-up Programs
- Disruptive Technologies & Processes
- Global Innovation
- Venture Capital
- Strategic Investment
- Startups

STRATEGIC BUSINESS, INNOVATION, AND TECHNOLOGY

Team Members

Areas of Expertise

Alex Lange

Vice President
Strategy & Innovation

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- Emerging Technologies
 - Artificial Intelligence
 - Blockchain/NFT/Crypto
 - AR/ML
 - IOT
 - 5G/Wireless Innovation
 - 3D Printing
- Distributed Finance
- Big Tech (MAMAA) and their impact on RE
- RESO/MLS/Data Transport
- iOi Summit (innovation/investment)
- Strategy germane to Technology Futures and its impact on RE (“Future of Real Estate”)

Colleen Doyle

Vice President
RIN & Strategic Initiatives

cdoyle@nar.realtor

- Product Management & Development
- Member Experience
- Strategic Marketing
- [REALTOR® Store](#)
- .realtor™ Local Association Partner Program
 - Association-Specific Products
 - REALTOR®-Specific Products
 - Bulk Pricing and Order Discounts
 - REALTOR® Store Rewards Program
 - Big Commerce System
 - Drupal Commerce System
- [Top Level Domains](#)
 - .realtor™
 - .realestate
- [.realtor™ Local Association Partner Program](#)
 - REALTOR® Branding Kit
- Realtor.com®
- Strategic Initiatives including but not limited to:
 - [Right Tools Right Now Program](#)
 - [Member Value Plus Program](#)
 - Trademark & Licensing

TALENT DEVELOPMENT & RESOURCES

Team Members

Andréa Moore

*Vice President
Diversity Inclusion & Talent Opportunity*

amoore@nar.realtor

Areas of Expertise

- NAR HR Solutions program including: Association executive search assistance, compensation analysis, employee issues, conflict resolution facilitation, and more!

nar.realtor/ae/strategic-association-management

- Diversity and Inclusion