

COVER STORY

San Diego's
BEST MARKETERS



Katie Yee



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Katie Yee, a prominent commercial real estate industry marketing and business development professional, is a principal and chief relationship officer at San Diego-based Latitude 33 Planning & Engineering. Her elevation to the role of principal was an acknowledgement of the value she has for the firm and an important precedent in an industry where the principal spots are often occupied by architects and engineers only. At Latitude 33, Katie has married the firm's branding and culture through consistent, representative messaging and design elements. She has evolved the firm's marketing outreach effort to focus not just on the firm's projects and services, but also on its people, highlighting the energy and innovation that comes from a multi-generational team. Previously, Yee managed business development at KCM Group, where she overhauled nearly the entire business development and marketing program. In addition to her work duties, Katie currently serves as one of marketing co-chairs for the Commercial Real Estate Women (CREW) Network international convention coming to San Diego in 2018.