

NEWS RELEASE

Wakefield Beasley & Associates Appoints Martin Taffel Director of Business Development in Atlanta

ATLANTA, Ga. – Wakefield Beasley & Associates Architects, Inc., the award winning Atlanta architectural firm, recently appointed **Martin D. Taffel Director of Business Development** in the firm’s Atlanta office.

John B. Beasley, Principal and President of Wakefield Beasley & Associates, said Taffel has more than 25 years’ experience in marketing, property leasing and management and business development. Taffel’s unique combination of skills and experience also includes serving as the director of marketing and business development for a premier Atlanta interior design firm. “The experience of marketing to high-level decision makers, along with progressive exposure to a broad network of property owners, brokers and corporate real estate professionals enables me to bring a specialized collection of skills and value to WBA and its client base,” said Taffel.

Foremost among Taffel’s objectives for developing new business at WBA is targeting the market sectors of corporate, retail, industrial, institutional, multi-family and other professional services.

Taffel feels each of Wakefield Beasley’s six studios is ripe for development. “By collaborating and communicating with each studio for the purpose of cross functional marketing, we will be able to increase the visibility of the firm’s services and develop a wider circle of clients,” he said.

Taffel is a graduate of the University of Maryland and earned his Bachelor of Law degree from Atlanta Law School. He also holds a Georgia real estate broker's license and is a member of CoreNet Global and IFMA.

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About Wakefield Beasley & Associates

Headquartered in suburban Atlanta with offices in Jacksonville, Wakefield Beasley & Associates Architects Inc. is an award winning architectural and interior design firm. Founded in 1980 by R. Lamar Wakefield and John B. Beasley, Jr., the firm provides master planning, architecture, interior design, program management, construction management, furniture procurement and facilities management services.

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