HOUSINGWIRE

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DALLAS, Texas — Today, HousingWire announced the 2026 Marketing Leaders, honoring 70 marketing professionals who are driving growth, strengthening brands and shaping the future of housing. These leaders are behind the campaigns, strategies and customer experiences helping mortgage, real estate and homebuilding companies stand out in a competitive market.

“The 2026 Marketing Leaders are raising the bar for what effective marketing looks like in housing,” said HousingWire Editor-in-Chief Sarah Wheeler. “They are combining creativity, strategy and data-driven execution to build stronger brands and deeper customer connections”

Each year, HousingWire’s selection committee evaluates Marketing Leaders nominees based on professional achievements, measurable business impact, leadership within their organizations, and their broader contributions to the housing economy. These honorees are known for building high-performing marketing teams, driving forward-thinking initiatives, and making a lasting impression on both customers and the market.

“HousingWire’s Marketing Leaders represent the professionals shaping how housing companies connect, compete and grow in a constantly evolving market,” said HousingWire CEO Clayton Collins. “As market conditions, client expectations and business priorities continue to shift, this year’s honorees are helping their organizations adapt, innovate and grow. We’re proud to recognize the marketers driving meaningful impact across housing.”

This year’s honorees have demonstrated exceptional leadership, creativity and execution in helping their organizations grow and connect with customers in meaningful ways. Through innovative campaigns, strong brand strategy and measurable business impact, they continue to elevate marketing across the housing industry.

The 2026 Marketing Leaders:

Taylor Adams
Paul Akinmade
Josh Balcos
Heidi Banfer
Rosalie Berg
Erica Bigley
Coleen Bogle
David Bolin
Jason Bulloch
Nolan Carleton
Amanda Cline
Laura Corrigan
Jennie Craig
Courtney Dodd
Jake Fehling
Kathy Forrester
Wendy Forsythe
Alayna Gardner
Andy Garrett
Mahasweta Ghosh
Matt Gilhooly
Rebecca Gilliam
Leslie Gillin
Peter Giorgi
Erica Goodwin
Alysse Guitar
Melinda Harris
Lauren Henss
Sam Hoffer
Jane Hood
Wes Horbatuck
Sandra Howard
Victoria Keichinger
Paige Kelly
Donnie Kenneth
Scott Kirkessner
Adrienne Kowalski
Chris Laskowski
Lisa Lausten
Craig Leabig
Max Leblond
Samantha Mackendrick

Noor Marzook
Candice McNaught
Kieran Mital
Matthew Momberger
Alyssa Murphy
Bradley Nelson
Thu-Lynn "TL" Nguyen
Stefanie O'Sullivan
Christina Panos
Francesco Paola
Natasha Patla
Julie Pierson-Fields
Adrea Reed
Bennett Richardson
Tim Rieser
Jouna Saza
Kyle Scott
Holly Shipley
Rebecca Simanek
Stephanie Skaggs
Haavard Sterri
Chelsea Sumrow
Manna Suzuki
Kara Taylor
Dana Trajcevski
Marion Weiler
Malik Wilkes
James Wong

About HousingWire

HousingWire is an information services company that provides unique data and research, respected business journalism and must-attend events for housing leaders to use to advance their understanding and business outcomes. Our vision is a world in which housing leaders have a complete view of the housing market, and a broad community of peers with whom they can connect. We are committed to delivering the data, analytics, media, and events that advance this vision.

Because housing is too important for narrow perspectives and missed connections. Informed housing leaders are better housing leaders. A connected housing industry is a better housing industry. And the full picture always reveals new opportunities.

Explore more at www.housingwire.com.

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