**DAVID HOOKS, CRE®  
Managing Principal**

David Hooks, founder and managing principal of MarketHooks Consulting LLC, has led marketing teams for high-profile commercial assets in major U.S. markets on behalf of institutional, SWF, and high net-worth investors.

MHC offers a variety of marketing strategies, including comprehensive programs and targeted problem-solving tactics. These strategies are developed in response to client requests or by identifying opportunities that clients may not have recognized. Success stems from a blend of research-based marketing, creativity, and insights into economic and real estate development, redevelopment, positioning, repositioning, and branding challenges. The strategies are crafted and executed with a focus on differentiation, financial returns, and client service.

Client industries encompass economic and real estate development, redevelopment, services and investments, commercial and retail banking, mortgage banking, engineering, construction, hotel and motel operations, and architecture.

The Counselors of Real Estate®, 2010 - present  
A global network of more than 900 credentialed advisors with expertise in over 60 real estate disciplines across 22 countries, solving complex challenges. Counselors are invited to membership and are awarded the CRE**®** designation.

Chair, Midwest Chapter, Chicago  
Chair, Marketing Committee   
Trustee, CRE Foundation

Oxford University, 2022 - 2025  
A Fortnight in Oxford  
Oxford, UK  
Department of Continuing Education  
Literature and History

Harvard University, 1990 & 1991  
Graduate School of Design  
Cambridge, Massachusetts  
Post-graduate curriculum - Marketing

University of Florida, 1971 - 1975  
College of Journalism  
Gainesville, Florida

Marketing and Political Science