

## Elaine De Lude

**Elaine De Lude** is the co-leader of LIVEbe Communities, the multifamily division of Berman Enterprises with a specific focus on fostering a sense of community by offering an unparalleled living experience for residents. With a passion for helping people become the best version of themselves personally and professionally, Elaine is responsible for the strategic planning for LIVEbe Communities, developing, implementing and managing lease-up and stabilized marketing strategies, property management software systems, the company's overall operating platform, the LIVEbe brand, revenue management and more.

Early in her career, De Lude was selected as one of the "Women to Watch" by Apartment Professional Magazine, as she developed and mentored successful leasing and marketing teams at well-known brands, including Grady Management, Charles E. Smith Residential and Community Realty. Prior to joining LIVEbe Communities, Elaine was the chief marketing officer for ROSS Companies. Among her experiences at ROSS Companies include the successful lease-up of new construction communities, promotion of Class-A luxury communities, integration of new acquisitions and implementation of award-winning customer service, new business development and revenue management programs. As CMO, Elaine developed comprehensive reputation management, social media and content marketing programs, as well as mobile marketing strategies and PR initiatives for corporate and property marketing. Under her leadership, the ROSS marketing department also created award-winning outreach programs to boost leasing opportunities.

Communities under De Lude's oversight won numerous local and national awards, resulting in her earning the chief marketing officer post at ROSS Companies. At ROSS, she was responsible for the successful lease-up of new construction communities, promotion of Class-A luxury communities, new business development, integration of new acquisitions and implementation of award-winning customer service and revenue management programs.

Elaine received a Bachelor of Arts in Business Administration and International Business from Towson State University and a Master's of Business Administration from the University of Maryland.

Elaine's participation in PMA has spanned several decades, and she has received MAE Awards, the PMA Vision Award, Past President's Award and the Carole Worley Distinguished Service Award. She is also a frequent national industry speaker and self proclaimed data junkie.