



Laila Reilly is Director of Business Development MaGrann Associates, responsible for all CRM and marketing functions within the Business Development team.

Laila's background includes marketing, member services and program management, having worked in the Sustainability field throughout her career.

She has been particularly successful in bringing the concept of energy efficient, sustainable construction to the affordable housing market, through her work with state and local government housing agencies, funders, CDCs and developers.

Laila has led the firm's business development efforts in the Eastern Pennsylvania area, in addition to working with ENERGY STAR national green building programs.

Professional Experience

Business Development

- ♦ Establishes, develops and maintains relationships with current and potential clients throughout MaGrann's service area
- ♦ Coordinates project management between Operations and clients
- ♦ Develops new business from Philadelphia to the Washington, DC metro area.
- ♦ Industry engagement

Marketing

- ♦ Coordinates the creation of marketing materials to promote company services
- ♦ Creates and coordinates educational materials and presentations on energy efficiency topics
- ♦ Manages marketing efforts including e-communications, conferences and events, and advertisements

Expertise

ENERGY STAR, sales training, marketing, residential new construction, multifamily housing, marketing, quality assurance, relationship building, green building, affordable housing

Professional Affiliations

- ♦ Urban Land Institute (ULI)
- ♦ Housing Association of Nonprofit Developers (HAND)
- ♦ Philadelphia BIA
- ♦ Delaware Valley Green Building Council (DVGBC)
- ♦ Philadelphia Association of CDCs
- ♦ Housing Alliance of PA
- ♦ USGBC – Philadelphia Chapter

Years of Experience

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Education

B.S. Drexel University; Philadelphia, PA