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Lauren Tarino

Strategic Marketing Director, East Region

Lauren Tarino joined Stream in August 2021 as Strategic Marketing Director of the East Region, bringing over 17 years of experience in the commercial real estate industry. In this role, she's responsible for spearheading the marketing strategy for Stream's Atlanta, Carolinas, Chicago, Nashville and Greater DC offices. Her responsibilities include developing, leading and managing a high-performing East Region marketing team, while overseeing end-to-end marketing strategy and execution for the region, encompassing public relations and communications, growth marketing, pitches and property marketing. By partnering with Stream's market leaders and sales professionals in the East Region, she'll strive to cultivate trusted relationships built on transparency and communication, aiming to understand business objectives, implement strategic goals and priorities and deliver successful outcomes for current and prospective clients.

A creative storyteller at heart, Lauren has always had a passion for engaging various audience with compelling content, a commitment to teamwork and collaboration, and the desire to challenge the status quo. She enjoys the creative process, of bringing an idea from inception to execution, and uncovering new and unique ways to deliver solutions.

Lauren's prior CRE experience includes leading the New Jersey marketing team at Cushman & Wakefield for almost six years as Marketing Director, helping bring New Jersey's win rate to 83% and collaborating with her team to develop innovative messaging and concepts for new business development, property marketing and communications initiatives. Prior to C&W, Lauren served in various marketing roles at CBRE New Jersey over an 11-year period, where she was named CBRE's "Marketing Professional of the Year" in both 2003 and 2009, and recognized in Real Estate New Jersey Magazine's "30 Under 30" list in 2007.

Education & Designations

Bachelor of Arts, Communication - University of Scranton, Scranton, PA