

# Bev Thorne

Chief Marketing Officer  
Century 21 Real Estate LLC



In her role as Chief Marketing Officer for Century 21 Real Estate LLC, Bev Thorne leads the planning and execution of the domestic marketing strategies in support of market share growth for the largest real estate franchise organization in the world. She is responsible for leading the strategy development and program execution of all consumer, broker and agent marketing programs. These efforts include: brand strategy and execution, direct marketing, national advertising, localized marketing and coop advertising, interactive marketing and technology, agent and broker marketing, targeted market promotions and marketing, sales support, public relations, media relations, internal communications and all promotional activities.

She oversees the optimization of a National Advertising Fund on behalf of all CENTURY 21® System members to ensure that preference for the brand is increasing in the market, that qualified customer leads are being generated, and that market share growth is achieved.

Thorne earned her MBA from the Wharton School at the University of Pennsylvania and has worked extensively in the areas of consumer marketing, strategic branding and event marketing management over her twenty-plus year career. She has a wealth of experience working with organizations modeled like the CENTURY 21 System. Most recently she was with JPMorgan Chase & Company where she served as senior vice president, customer marketing for the Home Finance business unit.

Prior to that, Thorne worked at AT&T for nearly two decades in a series of increasingly senior roles, planning and executing marketing and communications strategies nationwide. She was instrumental in key telecommunications initiatives that spanned from the launch of cellular service to AT&T's return to the local service market. Her experiences at AT&T included product management, sales management and targeted market management. She and her husband are raising three children on a tree farm in Central New Jersey.