



Ian Pierce

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IAN PIERCE

VICE PRESIDENT OF COMMUNICATIONS

PROFESSIONAL BACKGROUND

Ian Pierce is the Vice President of Communications for Weitzman. In this position, he is responsible for corporate communications, media relations and content management for the company. He handles media relations on a local, regional and national level, including creation and placement of press releases on commercial real estate transactions and developments for Weitzman offices in Dallas-Fort Worth, Austin, Houston and San Antonio. He also handles research for and writes quarterly retail survey reports for the major real estate markets in Texas, and he researches and writes reports on other aspects of the Texas markets and economy. His other duties include speech writing for key executives and the creation of content for corporate marketing materials, including digital and printed. In addition, Pierce is a contributing editor for D CEO Magazine and writes profiles on runners and running for the Dallas Morning News SportsDay section.

HONORS AND AWARDS

Pierce is a recipient of the Communicator of the Year by the Dallas Chapter of the International Association of Business Communicators (IABC) for his career portfolio. His media relations and written communications have been honored with more than twenty awards, including the Katie Award of Excellence from the Press Club of Dallas, Silver and Bronze Quill awards from IABC and a breaking-news writing award from the Northeast Texas Press Association.

ORGANIZATIONS

Pierce is a member of the International Council of Shopping Centers and the National Association of Real Estate Editors. He is past president of the Dallas Chapter of the International Association of Business Communicators.

EDUCATION

Pierce received a Bachelor of Business Administration degree in Journalism from the University of North Texas in Denton.