



# JANET KEMMERER

## PRESIDENT TRIOMPHE DESIGN

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Janet has over 25 years' experience in the homebuilding Industry. Today she serves as President of Triomphe Design, a mid-sized interior design firm based in Costa Mesa, California that specializes in model home and sales center interior design based on a solid marketing strategic approach.

Prior to joining the Triomphe Design group, Janet worked as the Corporate Marketing leader for William Lyon Homes based in Newport Beach with divisions extending across the western region; including key markets located in California, Colorado, Oregon, Washington, Arizona, Nevada and Texas.

Janet's career includes a wide range of experience at local, regional, and national- level marketing leadership roles for Centex Homes, one of North America's largest Homebuilders.

While marketing and design holds Janet's continued focus and interest, people are her passion. She believes that any successful organization's most valuable asset is first and foremost, .....it's people. To that end, Janet's dedication to growing and developing those who work with her as well as serving those she feels grateful to call clients.

"We're in the people business" everyday ....and that's what makes our work really satisfying."



# DEBORAH BLAKE

PRINCIPAL  
THE IPSUM GROUP

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For three decades, Deborah Blake has been immersed in the business of creating and marketing compelling communities for active adults. Homes, amenities, and lifestyle programming that reflect the needs and aspirations of the growing, and increasingly diverse, 55+ mature real estate consumer. Deborah spent 21+ years with Del Webb, the leading brand in active adult retirement communities. She shares her expertise and practical experience in community and brand strategy, operations, marketing, and sales with builders and developers across the United States. With modern consumer insights and innovative and proven business strategies, Deborah offers her clients the unique combination of compelling ideas and the practical experience to educate and assist teams on the ground to implement and achieve success.

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# FRANCINE WALLACE

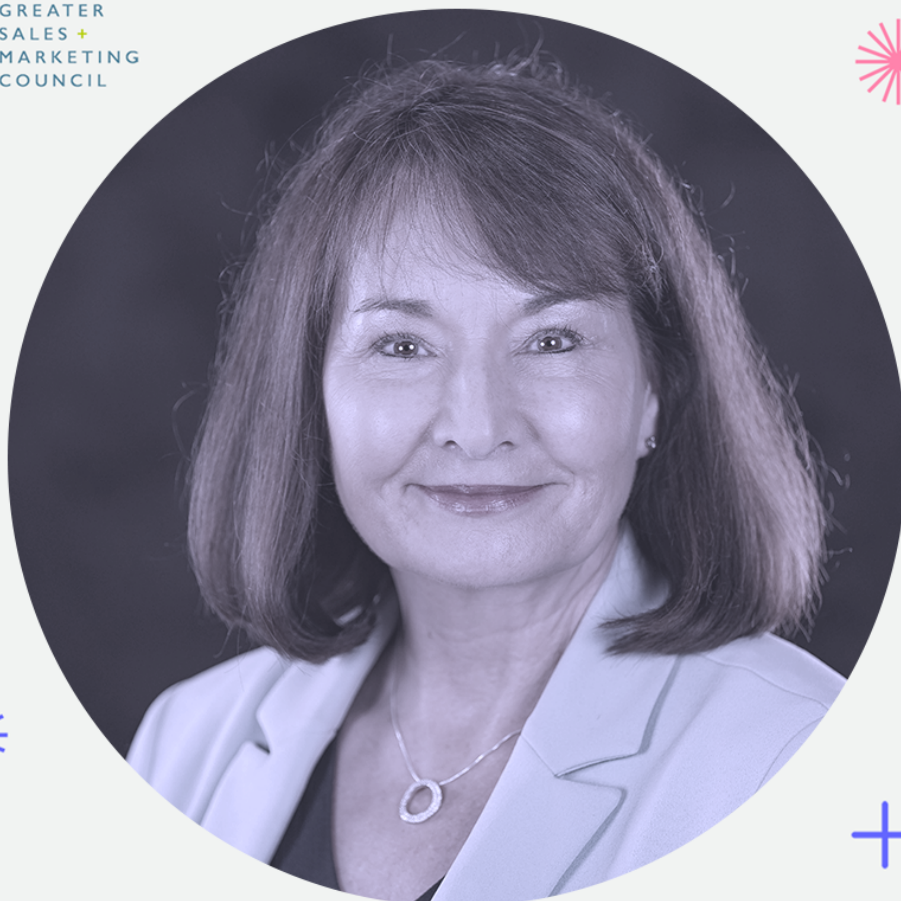
VICE PRESIDENT OF COMMUNITY EXPERIENCE  
TRI POINTE HOMES

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Subscribing to the philosophy that the only constant in life is change. At 21 yrs old, the dream of becoming an FBI agent was put on hold to have her first of three daughters. A few unexpected course corrections lead her to a rewarding career of almost 20 years in new home sales and marketing in Southern California. Recruited from the hospitality industry, Francine has always taken the customer experience seriously which was a monumental skill as she navigated and succeeded as a brand new sales agent during the economic downturn and housing crisis. Positive attitude, dedication, hard work and drive are natural traits that have guided her. Her experience in sales and management for both Del Webb (55+) and Altis by Tri Pointe Homes and involvement in the broad range of all-age communities allowed her to develop meaningful connections with families in various life stages. She is quick to adapt to changing environments whether in her personal or work life and inspires others to have the same resilience in life. She believes that this industry has endless opportunities to learn and grow as an individual, and a professional. Everyday is a new day, Embrace it!

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# SUZANNE MADDALON

## VICE PRESIDENT OF MARKETING FREEHOLD CAPITAL MANAGEMENT

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As Vice President of Marketing for Freehold Capital Management and its affiliate communities, Ms. Maddalon directs the company's strategic marketing programs. While this includes overseeing market research, community branding, development of new communities, and builder master marketing campaigns, she also develops Freehold's comprehensive Vital Community approach, guiding the expansive amenities that distinguish each community – including healthy living, engagement, connectivity, stewardship and distinctive home design. In this way, Ms. Maddalon helps shape communities from inception, through planning and construction, all the way to bringing each to market.

Prior to her role at Freehold, she served as Senior Vice President at Lyon Communities, where she managed the company's marketing, sales, training, and development of new communities. Before joining Lyon, Ms. Maddalon led the Marketing and Research department at the Irvine Company as Senior Director. During her tenure at Irvine, she was directly responsible for the marketing and delivery of multiple award-winning master-planned communities that included more than 10,000 homes, from entry-level to ultra-luxury homes. She played an integral role in the development of some of the company's most popular communities, including Shady Canyon, Orange County's premier golf community, Turtle Ridge, Quail Hill, Pacific Ridge, Crystal Cove, and the highly acclaimed community at Woodbury.

Ms. Maddalon's extensive experience with every aspect of real estate marketing and development was formally recognized by the Building Industry Association of Southern California when she was acknowledged by their "Marketing Director of the Year" award. In addition, Ms. Maddalon was recently honored as the 2020 "National Marketing Professional of the Year" by the National Association of Home Builders.

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