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IREM® (Institute of Real Estate Management)

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Bridget Folliard Terrones is IREM's Vice President, Marketing & Communications. Bridget joined the Institute in 2019 and has served in several roles overseeing all integrated marketing and communications projects that touch IREM's almost 20,000 members, in addition to external audiences.

Bridget has 10 years of experience in association marketing and communications. She's the recipient of more than 10 public relations, communications, and marketing awards including the prestigious Silver Anvil award from the Public Relations Society of America in 2015, and the USAE and Association Forum's Forty Under 40 Award in 2019. She currently serves as an Alumni Representative at Lewis University working with various boards and committees and volunteering in leadership roles to move Lewis' mission forward and aid current students in their learning and career pursuits. In 2022, Bridget established the Bridget Folliard Terrones Annual Scholarship at Lewis University providing financial support to women pursuing a degree in the College of Humanities, Fine Arts, and Communications.

Bridget is a member of the American Society of Association Executives and Association Forum. She has a Bachelor's degree in Radio/TV Broadcast from Lewis University and a Master of Business Administration with concentrations in Digital Marketing and Entrepreneurship & Strategic Innovation from the University of Illinois, Urbana-Champaign.