Story Highlights

One of Atlanta's leading apartment managers has welcomed a new leader to streamline the company's efforts in securing new third-party partnerships.

Buckhead-based Cortland has appointed client strategy veteran Meredith Barry to serve as its vice president of business development.

She assumed the position on March 23, a spokesperson for the firm told Atlanta Business Chronicle on Tuesday.

In this new role within the company, Barry will lead the expansion of Cortland's third-party management platform, growing the company's market presence among potential partnering property owners, developers and institutional investors, according to an April 13 news release.

Her appointment comes on the heels of Jennifer Glasgow being named the company's first vice president of brand strategy and experience last month.

Barry will report to Brad Hamel, Cortland's executive vice president of community operations, per the news release. He assumed the role in January.

"Meredith's deep understanding of the multifamily landscape, combined with her strategic insight, makes her the perfect leader to drive our third-party management services forward," Hamel said in a prepared statement. "She has a track record of building the right relationships and executing at a high level, immediately broadening our reach and driving our expansion."

Barry joins Cortland with more than a decade of industry experience under her belt.

She most recently served as vice president of client services at the greater Washington-based real estate firm The Bozzuto Group. Other leadership roles she's held at the company during her 14-year tenure include director of client services, marketing manager and senior associate.

"I'm thrilled to join Cortland, a company I've admired for its thoughtful innovation and significant focus on the resident experience," Barry said in a statement. "I look forward to building on that strong foundation, expanding our third-party management offering in a strategic and disciplined manner while bringing Cortland's high-quality living experience to more communities."

Cortland manages and is invested in over 200 apartment communities across 25 U.S. markets, according to its website.

The firm is also the sixth-largest apartment manager in metro Atlanta, managing more than 13,000 multifamily units across 41 properties, per Chronicle research.

Rank	Prior Rank	Company name
1	2	Greystar Real Estate Partners LLC
2	1	Asset Living
3	4	Willow Bridge Property Co.

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