

Strategic Visibility for Small Firms: How PR Supports Marketing and Business Development

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Joshua Zinder, AIA, NCARB, LEED AP, BD+C, founder and managing partner of Princeton-based JZA+D, blends an affinity for traditional materials with a commitment to appropriate design, allowing every project to reflect a sense of purpose, place, and context. With a career spanning more than 35 years, Joshua's diverse design portfolio includes local, national, and overseas designs for hospitality venues, retail locations, mixed-use development, multifamily residences, cultural and educational institutions, private homes, and government and municipal facilities. He has spoken at AIA's National Conference annually since 2022, sharing his experiences on such topics as entrepreneurship, development, storytelling for approvals, and the Small Firm Exchange Forum. He currently serves on the AIA National Boards of both the Small Firm Exchange and the Interfaith Design Knowledge Community. He is a former President of AIA NJ and continues to hold various roles with the chapter. He is also a Trustee of Central NJ AIA. In 2023 received the AIA NJ Distinguished Service Award.