

CHRISTINA TWIDALE

Senior Vice President of Marketing

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Christina Twidale is Senior Vice President of Marketing and Communications at Kidder Mathews, the largest fully independent commercial real estate firm in the Western U.S.

She is responsible for the firm's brand strategy and brokerage marketing operations, leading 80 professionals across 19 locations, and growing the firm's presence across the Western U.S.

Christina has been with Kidder Mathews for nearly two decades and began her career at its downtown Seattle headquarters. As the firm experienced tremendous growth – now boasting over 900 professionals across six states – her role evolved from marketing director to vice president of marketing and, currently, to senior vice president of marketing. Christina is a long-time shareholder and serves on the firm's executive leadership team and strategic planning committee.

Before her current position, Christina played a pivotal role in shaping the Kidder Mathews brand and marketing strategy. She built the firm's award-winning design team and created a high-level graphics and marketing training program. Additionally, she helped lead the company through four unique rebrands, including one in 2019 celebrating the firm's 50th anniversary, and a complete refresh in 2023. During her time at the helm of the design team, the Kidder Mathews Marketing Group won over 10 awards since 2019 – including Top Influencers in Marketing from GlobeSt. and Public Relations & Marketing Excellence from Business Intelligence Group. The efforts of Christina and her team have helped Kidder Mathews win more than 610 awards, including Inc. 5000's Fastest-Growing Private Companies Honor Roll, and 100 awards for being a best place to work in various markets and publications.

EDUCATION

Thompson Rivers University, digital art & design

AWARDS

2024 Woman of Influence in Marketing & Communications, GlobeSt. Real Estate Forum

2024 OnCon Icon Top 10 Marketing Team

2023 Public Relations & Marketing Excellence Award, Business Intelligence Group

2020 Top Team of Influencers in CRE Marketing & Communications. GlobeSt. Real Estate Forum