



News Release

NAIOP NJ Names Ernest Landante, Jr. Director, Communications and Policy Veteran of NJ Government and Policy will help Support Advancement of CRE Development Association's Public Policy Agenda

NEW BRUNSWICK, N.J., July 22, 2022 — [NAIOP New Jersey](#) has named Ernest Landante, Jr., director of communications and policy. He succeeds Barbara Morford, who retired after serving the commercial real estate development association for the past 16 years.

Landante's responsibilities include monitoring and preparing responses to proposed public policy initiatives and state regulations and informing members of important Chapter news and activities. He also serves as staff to the association's Legislative Affairs and Regulatory Affairs Committees.

A veteran of New Jersey public policy, Landante has worked in state government and issues advocacy for more than 30 years – first with the New Jersey General Assembly and later as director of communications for the lieutenant governor and director of communications and public affairs for the Department of Children and Families.

Prior to joining NAIOP NJ, Landante was communications director for a policy research institute within the Rutgers School of Education. Previously he founded and served as president of State House Digital and Advocacy, a digital advocacy business, and also owned his own public relations firm. Landante's industry accolades include a Pollie Award from the American Association of Political Consultants for his work to reform New Jersey's auto insurance system.

"NAIOP NJ's mission is grounded in advocating for effective legislation on behalf of our members and advancing responsible, sustainable development," said Michael McGuinness, CEO. "Ernie's extensive government, communications and issue advocacy experience, and the wealth of insight he has gained from that work, will be particularly helpful in providing effective communication and advancing our public policy agenda."

A longtime New Jersey resident, Landante currently lives in East Brunswick. He earned a Bachelor of Science in Management from Kean University and has completed work towards a Masters of Business Administration at Rutgers Business School.

"Throughout my public affairs and public relations career, I have always enjoyed and had success working for organizations and holding positions that focused on advocacy," said Landante. "The commercial real estate development industry is a catalyst for creating economic opportunity and putting New Jerseyans to work. It is gratifying to

know that I will be contributing to furthering NAIOP NJ's efforts to serve the evolving interests of our members."

Founded in 1970, NAIOP New Jersey is a chapter of NAIOP, the nation's leading trade association for developers, owners, investors, asset managers and other professionals in commercial real estate with 19,000 members in North America. The New Jersey Chapter is comprised of close to 800 members who benefit from a variety of business and networking opportunities, education and professional development programs, research on trends and innovations and strong legislative and public affairs representation.

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[About NAIOP New Jersey](#)

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