

Craig Rowe started working in real estate for CB Richard Ellis in Raleigh, NC, as part of the local marketing staff. He eventually became part of a national team charged with the company's website strategy and content creation and rollout, traveling to multiple offices to assist with off- and online marketing.

Craig was recruited to a unique, tech-focused tenant representation startup company to spearhead its brand launch and help analyze and implement lease administration software to assist multi-site clients in managing the many challenges of corporate occupancy.

After time away from real estate serving as the Director of Communications for The North Carolina School of Science and Mathematics, Craig returned to real estate in a quasi-marketing and sales position for a 30-year multi-family investment firm. Post-recession, Craig began writing and consulting for a number of residential real estate agents and software companies.

Craig is now a full-time contract writer, balancing his time writing about real estate technology for Inman and several start-up software companies with work in the outdoors as a backpacking and adventure travel guide. He's a graduate of Nazareth College in Rochester, NY, the National Outdoor Leadership School in Lander, WY, and holds Leave No Trace Master Educator and Wilderness First Responder certifications. He lives in Truckee, CA with his wife Karen and dog, Ranger.