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MetaProp Names Industry Vet Dana Wildeboer As Vice President of Marketing

—Leading Female Marketing Expert At The Forefront of Business, Technology & Social Impact Joins Leading Venture Capital Firm to Accelerate Global Brand Growth—

Updated August 22, 2022

NEW YORK, NEW YORK—August 22, 2022—[MetaProp](#)—the world’s leading venture capital (VC) firm focused on the PropTech industry—today announced the addition of industry vet, [Dana Wildeboer](#), as its Vice President of Marketing. Wildeboer joins the firm after spending five years with MassChallenge—the global network for innovators that runs an ecosystem of zero-equity startup accelerators—DreamIt, Hulu, and the University of Southern California. With nearly 20 years of marketing experience, Wildeboer’s unique skill set spans creating experiences for companies to activate ideal clients through content strategy, large scale events, strategic public relations, digital brand engagements, and more.

“Our firm has established its global brand as the early stage VC firm known for our award-winning investment team, top performing portfolio, and notable partnerships with the industry’s most respected brands,” said MetaProp Partner [Maureen Waters](#). “Dana’s vast global marketing experience and innovative work with startups will be a valuable addition to MetaProp as we continue to grow our reach & service our portfolio, LPs, and the PropTech ecosystem.”

Wildeboer will deepen MetaProp’s marketing competency and drive the marketing function to raise awareness and educate global audiences about the impact of PropTech and MetaProp’s work across the real estate value chain. She will also strategically support MetaProp portfolio companies with their marketing strategy while helping MetaProp founders accelerate startup growth.

Prior to MetaProp, Wildeboer led global marketing and communications for MassChallenge. Within this role, she fostered MassChallenge’s global alignment at all levels to promote and exemplify cross-collaboration, simultaneously executing a global marketing strategy that met growth goals and propelled the organization forward. Wildeboer previously served as the Director of Strategic Client Solutions for Sol Marketing, responsible for content strategy for all clients and company operations – including managing \$1M in revenue for Fortune 100 clients.

Prior to joining Sol Marketing, Wildeboer was Director of Entrepreneur Programs for DreamIt, building an “*accelerator in a box*” solution that allowed the company to scale to five locations across two core programs. She also spent a year and a half at Hulu, where she acted as International Communications Lead and served at the University of Southern California, supporting early-stage startups and contributing to ground-breaking programs, including producing the first TEDx event, TEDxUSC, in 2009.

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"I've dedicated my career to accelerating the future by working to build startups' brands and the communities that propel success," said **Wildeboer**. "As such – MetaProp has always been on my radar for the way they pioneer technological innovation in the largest global asset class via the relationships they've harnessed with their LPs and portfolio companies. I'm thrilled to have the opportunity to join the team and drive MetaProp's next stage of growth."

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About MetaProp

MetaProp is a New York-based venture capital firm focused in on the real estate technology ("PropTech") industry. Founded within 2015, MetaProp's investment team has invested in 175 technology companies across the real estate value chain. The firm manages multiple funds for both financial and strategic real estate investors that represent a pilot- and test-ready sandbox of 15+ billion square feet across every real estate asset type and global market. The firm's investment activities are complemented by pioneering notable community leadership including the [PropTech Place](#) innovation hub, [MetaProp Accelerator Columbia University](#) programs, global events [NYC Real Estate Tech Week](#) as well as [MIPIM PropTech NYC](#), and publications [Global PropTech Confidence Index](#) and [PropTech 101](#).

Marino