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## Selequity Appoints Betsy Lueg as Digital Strategy and Communications Manager

*Communications Veteran to Drive Online Efforts for Commercial Real Estate Platform*



*Betsy Lueg,  
New Digital Strategy and  
Communications Manager  
at Selequity*

**ST. LOUIS (Feb. 13, 2017)** – [Selequity](#), an online technology platform for commercial real estate (CRE) investments, today announced the appointment of Betsy Lueg to the role of Digital Strategy and Communications Manager. In this position, Lueg will lead the company's effort to build better online ways to serve its customers including accredited investors, investment advisors and CRE investment offering sponsors.

Lueg brings to Selequity nearly 20 years of digital marketing and communications experience from industries such as brokerage, healthcare and tech. She is an expert in website management, lead generation, strategic communications and marketing strategies that result in growth, superior competitive positioning and increased shareholder value.

"We are pleased to welcome a communications strategist of Betsy's caliber," said AJ Chivetta, CEO of Selequity. "Her expertise in digital marketing and content management will be instrumental in helping us reach key investment advisors, accredited investors and CRE sponsors. These are important audiences defining how CRE investments are made."

Prior to joining Selequity, Lueg spent many years in the Wells Fargo Advisors/Wachovia Securities/A.G. Edwards & Sons organization where she most recently held the position of First Vice President for e-Business. In this role, she was responsible for designing and implementing digital experiences to achieve business development goals of brand awareness, user engagement and client acquisition. Lueg also headed a team responsible for the operation and maintenance of five Wells Fargo websites.

Lueg also has experience in the healthcare industry where she served as Digital Managing Editor and Operations Director for Patient, LLC. In this role, she managed communications projects, oversaw the execution of the company's website user interface and set development priorities.

### **About Selequity**

[Selequity](#) is an online platform that provides technology to commercial real estate owners, enabling them to provide accredited investors information and documentation about commercial real estate investments. Founded in 2014, the company is led by a team of experts with more than 100 years of combined experience in the commercial real estate industry. Selequity's technology streamlines the once time-consuming and cumbersome capital raising process for both property owners and real estate investors.

For more information, visit [www.selequity.com](http://www.selequity.com) or visit the company on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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