



CRAIG L. DEAN

Director of Business Development
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Craig L. Dean has over 30 years of experience in the Contract Office Furniture Industry at both the dealership and major manufacturer levels. Craig holds a Bachelor of Arts Degree in Urban Planning & Public Administration from the University of Maryland, College Park. His expansive personal and professional network is effectively utilized as a comprehensive tool in capturing new business opportunities. Through his extensive experience and knowledge in the industry, Craig has developed an impressive roster of clients and iconic projects in the Washington, DC metropolitan region. Over his career, Craig has established a strong track record of forging profitable new business relationships and repeat customer engagements.

As Director of Business Development for LUHF Branded Environments, Craig leads the firm's new business acquisition efforts and the implementation of the strategic marketing plan. Before forming Dean Development Group, Craig served as Director of Business Development for Corenic Construction Group and Marshall Moya Design. He has also enjoyed a stellar career with notable industry-leading companies, including Knoll, HNI, Steelcase, and Haworth.

Outside of the business arena, Craig serves as the President of The Kappa Community Development Foundation, Incorporated (KCDF). KCDF is an award-winning 501(c)3 philanthropic organization that provides mentoring and charitable support services for disadvantaged youth in the Montgomery and Prince Georges Counties of Maryland. Craig is also a former Board Member and the immediate past President of the African American Real Estate Professionals, Inc (AAREP). AAREP is a non-profit trade association that provides professional development support activities for its members in the Commercial Real Estate professionals and associated disciplines. Under Craig's leadership, AAREP's annual membership and support programming experienced double-digit growth for four consecutive years.