

Architecture

Morristown firm **NK Architects** named **Pablo Serrano** associate principal of the firm. He will be co-director of NK's operations group, responsible for planning and managing the firm's technology systems and providing staff with resources to efficiently produce quality documentation. Serrano has 20 years experience, concentrating on the planning and design of healthcare projects.



Pablo Serrano

Banking

Bogota Savings Bank has named **Kevin Pace** compliance manager and promoted **Laura Labetti** to assistant vice president and branch manager.

Pace is responsible for ensuring that lending, accounting, marketing and operations practices adhere to state and federal regulations. He previously spent seven years at accounting firm Fontanella & Babbitts as senior compliance and accounting auditor.

Labetti, who manages the Bogota branch, has more than 18 years banking experience including positions with Ori-tani Bank and PNC Bank.

Law

Matthew Lepore was appointed senior vice president and general counsel at **BASF Corp.** in Florham Park. He will serve as the senior legal, compliance and government affairs for BASF in North America.

Lepore was previously corporate secretary and chief governance counsel for Pfizer Inc. Before that, he was a partner at the law firm DLA Piper and a trial attorney in the United States Department of Justice. Lepore earned his law degree from Mercer University in Macon, Ga.



Matthew Lepore

Samuel Megerditchian has joined the intellectual property department at **Gibbons P.C.**, a law firm with New Jersey offices

CLOSE UP

John Hulick

THE RÉSUMÉ

New position: Senior vice president of government and public affairs at Northeast Communications Group, based in Hamilton.

What you do: Lead NCG's government relations activities, issues management, business and policy development, and other external affairs.

Old gig: Policy advisor to Gov. Chris Christie and executive director of the governor's council on alcoholism and drug abuse.

School ties: Master's degree in public policy, Rutgers University, 1999. Bachelor's degree in government, Western New England University, 1983.

Family tree: Wife, MaryAnn; three children, Paige, Joshua and Noah; grandchild Justin

Home: Hamilton, Mercer County

JUST JERSEY

Favorite place at the Shore: Family-friendly Ocean City.

I'm a "shore boy" at heart having been born in Somers Point and with much of my maternal side of the family residing in or near southern Jersey shore towns.

When you brag about Jersey to people from

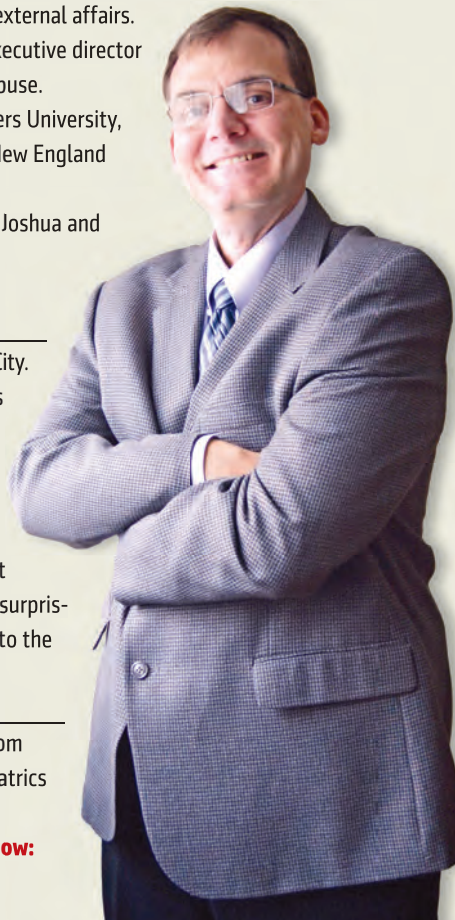
out of state, you say: New Jersey is more than just the Turnpike with a remarkable amount of history, surprising amount of natural open space and easy access to the shore, Philadelphia and New York City.

ALL YOU

Dream vacation: Cross-country road trip to and from the west coast in an RV, minus Robin Williams' theatrics found in "RV" the movie.

Something about that your co-workers don't know:

I'm a descendant of Daniel Boone.



es in Newark and Trenton. He previously served as senior counsel at Hoffman-La-Roche Inc., where he served as U.S. Patent Head for Cardiovascular and Metabolic Diseases and then as U.S. Patent Head for Inflammatory Diseases.

Megerditchian is a patent agent and attorney with more than 15 years experience in chemical, pharmaceutical, biotechnological, electrical and mechanical matters.

Megerditchian earned his law degree from St. John's University School of Law. Before becoming a lawyer, Megerditchian was a chief chemist at a multinational corporation.



Samuel Megerditchian

Emmanuel Coffy has founded **CoffyLaw LLC** an intellectual property and business law practice on Route 9 in Freehold.

The firm will represent clients in all aspects of intellectual property, including patent application preparation, foreign and domestic trademark, copyright, intellectual property licensing, trade secret, as well as design and business method patents.

CoffyLaw LLC is also experienced in re-examination, litigation support, patent infringement assessment, patentability opinion letters, cease-and-desist letters, demand letters and due diligence. Coffy



Emmanuel Coffy

was an intellectual property attorney at Wall & Tong, LLP in Eatontown before founding CoffyLaw LLC.

Marketing

West Windsor marketing firm **Creative Marketing Alliance** has hired the following members:

Denise Daniels was named account manager, responsible for daily operations of CMA clients and implementing growth strategies. She is experienced in the marketing and nonprofit sectors.

Anna Lopez was named communications manager, supporting publications development and program coordination for clients. She has 10 years communications, development and management experience.

Valerie Lopenzina was named account coordinator, supporting daily activities of CMA clients, using her background in special events to help with conference support and membership management.

Dawn Capizzi was named administrative and customer service coordinator, focusing on customer relations and database management.

Technology

Fairfield technology firm **Fitech** has named **Evelyn Reed** director of application development.

Reed will be responsible for technical design and implementation of the firm's real estate technology practice. She has more than 20 years of application development and database administration experience.

Reed joins Fitech from JDR Consulting, served as the applications manager for Silverstein Properties and served a similar role at Newmark Knight Frank.



Evelyn Reed

HOW TO SUBMIT

Executive Moves items may be emailed to fttr@njbiz.com with "Executive Moves" in the subject line. Please include employee's full name; a high-resolution headshot photograph; the title of the new position; company name; company location and business; previous position and company; and educational background with degree and institution.



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