

CHRISTINA TWIDALE

Senior Vice President of Marketing

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Christina Twidale is Senior Vice President of Marketing and Communications at Kidder Mathews, the largest fully independent commercial real estate firm in the Western U.S. She oversees brand and marketing strategy, communications, corporate environments, and events—guiding both corporate and brokerage marketing efforts across 19 offices to drive the firm’s presence throughout the West Coast.

Christina has been with Kidder Mathews for nearly two decades and began her career at its downtown Seattle headquarters. As the firm expanded to over 900 professionals across six states, her role evolved from Marketing Director to Vice President of Marketing and, in 2024, to Senior Vice President of Marketing. She is a long-time shareholder and serves on the firm’s executive leadership team and strategic planning committee.

Earlier in her career, Christina played a central role in shaping the Kidder Mathews brand and marketing infrastructure. She built the firm’s award-winning design team, launched a companywide graphics and marketing training program, and helped lead four rebrands—including a 2019 campaign celebrating the firm’s 50th anniversary and a complete refresh in 2023. During her time at the helm of the design team, the Kidder Mathews Marketing Group won over 10 awards, including Top Influencers in Marketing from GlobeSt. and Public Relations & Marketing Excellence from Business Intelligence Group. The efforts of Christina and her team have helped Kidder Mathews win more than 740 awards, including Inc. 5000’s Fastest-Growing Private Companies Honor Roll, and over 100 awards for being a best place to work in various markets and publications.

EDUCATION

Thompson Rivers University, digital art & design

AWARDS

2025 OnCon Icon #1
Marketer of the Year

2024 Woman of
Influence in Marketing
& Communications,
GlobeSt. Real Estate
Forum

2024 OnCon Icon Top 10
Marketing Team

2023 Public Relations &
Marketing Excellence
Award, Business
Intelligence Group

2020 Top Team
of Influencers in
CRE Marketing &
Communications,
GlobeSt. Real Estate
Forum