



**FOR IMMEDIATE RELEASE:**

## **Metro MLS hires Data Guru, Chris Lambrou, as Chief Information Officer.**

*Milwaukee, Wisconsin, March 1, 2016-* Metro MLS is pleased to announce its recent hire of Chris Lambrou, who will join the team as Chief Information Officer. Within this role, he will be responsible for combining public data, MLS data, and parcel data to offer information that will better inform Realtor members to ensure they will continue to be subject matter experts in serving their clients.



Lambrou joins Metro MLS with 17 years of MLS industry experience, including multiple honors and accomplishments. He is currently the chair for RESO's newly formed Internet Tracking Workgroup and IEEE's hackathon committee. Most recently, Lambrou was VP of Special Projects/R&D at Midwest Real Estate Data (MRED). There, he designed a group collaboration web service that streamlined short-sales for REALTORS® that was used by over twenty MLSs, assisted thousands of families nationwide, and was adopted by Fannie Mae as their official short-sale solution. Before that, he was the Help Desk Supervisor for 10 years which ended in MRED's first-ever nationally recognized "top call center in America" award. Chris has also created a popular social media based toolkit that provides real estate professionals with the ability to easily market and measure themselves on the social web, all while developing new customer relationships.

Metro MLS CEO, Chris Carrillo said: "This is an exciting appointment for both our Metro MLS team, and the members we serve. Through Chris's proven experience, energy, and innovative conceptualizations, we are confident he will be a great asset." Chairman of the Metro MLS Board of Directors and President of Shorewest REALTORS, Joe Horning said, "Chris (Lambrou) brings a nice dynamic. His vast experience and relationships within the industry will be invaluable to Metro MLS subscribers."

**About Metro MLS:** The Multiple Listing Service, Inc. is a partnership of area Realtor Associations serving over 6300 Realtors in Southeast Wisconsin and the Greater LaCrosse Area. The MLS acts as a full service clearinghouse to bring together buyers and sellers and provide Realtors, their clients and customers with real property information. Detailed information about thousands of properties in our marketplaces form the core services of MLS. Along with superior training and technical support, MLS provides these information services to support Realtors® in meeting the needs of consumers.

Contact: Caitlin McCrory

Tel.: (414) 778-5400

Email: [caitlin@metromls.com](mailto:caitlin@metromls.com)

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