

Marilyn Wilson, WAV Group Founding Partner

Marilyn Wilson is a founding partner of WAV Group, a premiere provider of strategic insights and the leading provider of consumer research in the real estate industry. The company's goal is to create waves of positive change for its clients, leading to growth and constant improvement.



WAV Group regularly demonstrates thought leadership in a variety of key issues facing the industry today. It is known for providing objective and easy to understand evaluations of complex issues helping companies operationalize positive change. The company performs consumer and industry research, strategic planning, marketing planning, executive recruiting, organizational consulting, and technology evaluations for MLSs, Associations and Technology firms throughout North America, South America and Europe.

Marilyn is also one of the founders of RETechnology.com. RE Technology.com is the most comprehensive site for real estate technology information and education available today to over 700,000 REALTORS.

Prior to entering the real estate industry, Marilyn was SVP Global Marketing, Strategic Planning and Product Development for Fisher-Price, one of the top 10 most highly trusted brands in the world. While at Fisher-Price, Marilyn developed and marketed over 1000 new products, as well as launched three new divisions, generating hundreds of millions of dollars in revenue.

Marilyn was recently named one of the Top 100 Most Influential People in real estate. She serves on the Board of Directors for the Council of MLS and NAR's Green Resource Council. She is a graduate of Cornell University.