



# MADDIE KNOOR

Associate

## BACKGROUND & EXPERIENCE

Maddie began her journey at NAI Wisinski of West Michigan as a Marketing Intern in 2023 and continued as a Brokerage Intern the following year. During that time, she worked closely with brokers and their teams, actively participating in property showings, client meetings, and marketing efforts, gaining a well-rounded understanding of the commercial real estate business from the ground up. In 2025, Maddie officially joined NAIWWM as an Associate.

A West Michigan native, Maddie grew up in Grand Rapids and is passionate about contributing to the growth and success of her hometown community. She earned her Bachelor of Arts in Marketing from Michigan State University's Eli Broad College of Business, along with a minor in Real Estate from the School of Hospitality Business. While at MSU, she served on the Executive Board of the MSU Real Estate Investment Club as Director of Marketing, where she led digital outreach and alumni engagement initiatives.

Maddie's strengths lie in her attention to detail, her ability to build strong client relationships, and her hands-on experience in brokerage operations developed through her time at NAI.

## EDUCATION

Michigan State University, Eli Broad College of Business

- Bachelor of Arts, Marketing
- Minor in Real Estate

## PROFESSIONAL AFFILIATIONS

Young Professionals Network, NAI Global  
Commercial Alliance of Realtors (CAR),  
Networking/Events Committee  
Inforum, Member  
Ada Business Association, Member  
Grand Rapids Young Professionals, Member  
West Michigan Spartans, Member

## COMMUNITY INVOLVEMENT

(Past & Present)

Buddy Up For Life Tennis, Volunteer  
Family Promise, Volunteer  
The Commons Church Connection Group,  
Member  
Women in Business Students' Association,  
Mentor  
LaGrave Christian Reformed Church, Member