Former Whirlpool exec takes the helm at Realogy's Cartus Corporation

Realogy announced Friday that it has chosen Katrina L. Helmkamp to take the helm at Cartus, the corporation’s relocation services subsidiary.

Katrina L. Helmkamp

“Katrina Helmkamp is an experienced CEO who has built her career leading companies through transformations,” said Realogy president and CEO Ryan Schneider in a press release. “She has led global teams, knows how to build and launch new products and understands the evolving technology and data landscape.”

“Katrina has a strong business background with substantial expertise developing strategies, driving growth and recruiting and developing great talent,” he added.

Helmkamp has 27 years of experience in business strategy, operations, product development, technology and innovation at Lenox Corporation, SVP Worldwide, Whirlpool Corporation, ServiceMaster and Terminix. She also served as a partner for The Boston Consulting Group, and she’s currently on IDEX Corporation’s board of directors.

“I am excited to join Realogy as CEO of Cartus,” Helmkamp said in a statement. “I look forward to helping the Company fully leverage its technology and data scale and to lead a technology and process transformation that will better support Cartus’ client and customer expectations for speed, digital delivery and efficiency.”

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“It’s a tremendous opportunity to work with the Cartus team, and with Ryan Schneider and the Realogy leadership team, as we focus on driving business results,” she added.

Helmkamp’s hire is the latest part of Schneider and Realogy president John Peyton’s plan to restructure Realogy’s leadership.

In February, Schneider named Sue Yannaccone as regional executive vice president of NRT and gave her former position as president and chief executive of the company’s ERA Franchise Systems to former ERA COO Simon Chen. He also tapped Ryan Gorman to serve as president and chief executive officer of the residential brokerage NRT.

“We wanted to make changes quickly and also send the message that at Realogy we want to have a talent mix of … inside the industry and outside the industry,” Peyton said at ICNY 2018’s CEO Connect.

“We’ve hired people from Barney’s to lead marketing, people from banking and consumer products as well as real estate. I think that balance of perspectives is important,” he said.

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