
Press Release

For Immediate Release
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Contact: Erin Campbell, Principal
800-253-7430

Accomplished Real Estate Strategy Leader Joins PWCampbell

Pittsburgh, PA – PWCampbell added Sandra Echtler, a seasoned and results-driven Real Estate Strategy Leader, to its team. With a proven track record in developing and leading strategies for site selection, market analysis, and multi-state portfolio management, Sandra brings a wealth of expertise to PWCampbell. She will serve as Director, Market Strategy & Analytics.

Sandra gained practical knowledge from top financial institutions like Wells Fargo, U.S. Bank, First National Bank of Pennsylvania, and PNC Financial Services Group. She excels in creating data-driven strategies to optimize location, enhance brand visibility, meet development goals, and increase ROI.

In her recent position as Lead Strategy and Analytics Consultant at Wells Fargo, Sandra oversaw strategies for 5 regions, 400+ branches, and 100+ Offsite ATMs. She presented business cases to stakeholders, managed store consolidations and relocations, and led purchase and lease negotiations with real estate partners. Sandra's use of data science and analytical models identified KPIs for branch positioning, resulting in expense savings and optimal store locations.

“Sandra's expertise and leadership will provide data-driven, actionable real estate strategies to our clients. With the financial industry becoming increasingly competitive and branch networks evolving to meet new consumer use trends, optimizing branch networks has become a top priority,” stated Carlin Campbell, Principal and CEO. “We are excited to welcome Sandra to our team and look forward to the innovative solutions and insights she will bring to our clients,” Carlin added.

Sandra holds a Bachelor of Science degree in Computer Information Services from Robert Morris University and a Master of Science degree in Leadership and Liberal Studies from Duquesne University.

For more information about PWCampbell, please www.pwcampbell.com or call 1.800.253.7430.

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PWCampbell® is a full-service provider of design-build services, branded environments, technology solutions, and consulting to the financial industry. Our Complete Facility SolutionSM reflects our dedication to delivering all-encompassing services needed to create a dynamic retail environment—from data-driven facilities planning to quality-assured project completion—managed all under one roof. With over 115 years of experience, a certified Women's Business Enterprise, and SOC 2 Type II compliant organization, we pride ourselves on being an industry

leader with a team that consistently delivers expertise, passion, and creativity to address our clients' current needs and future ambitions.



Sandra Echtler
Director, Market Strategy & Analytics
PWCampbell