



FOR IMMEDIATE RELEASE

March 16, 2026  
Contact Information  
Below

## **North Texas Real Estate Information Systems Appoints Director of Marketing & Communications and Executive Assistant in Strategic Growth Move**

—New roles accelerate NTREIS’s growth and drive innovation across operations and communications—

**Dallas** — March 16, 2026 — [North Texas Real Estate Information Systems, Inc.](#) (NTREIS), the premier multiple listing service (MLS) in North Texas and Northwest Louisiana, today announced the appointments of Sherye Groebe as Executive Assistant and Sheree Tomba as Director of Marketing & Communications. These newly created roles reflect NTREIS’s commitment to innovation, to supporting its next phase of growth, and to ensuring the organization continues to deliver exceptional service and value to its subscribers and stakeholders.

### **Strengthening Executive Operations**

As Executive Assistant, Groebe will serve as a strategic partner to NTREIS’s executive leadership team, managing high-priority projects, coordinating cross-functional operations, and ensuring the organization’s leadership operates at peak efficiency.

Groebe brings a diverse professional background spanning executive operations, marketing strategy, and relationship management. A Texas Tech University graduate with a Bachelor of Business Administration in Marketing, her career has taken her across industries, giving her a broad operational toolkit that includes CRM optimization, digital marketing strategy, referral network development, and executive level support. Her ability to combine structured systems with strong communication and organizational leadership strengthens NTREIS’s executive infrastructure at a critical juncture.

### **Advancing Strategic Communications and Brand Leadership**

As Director of Marketing & Communications, Tomba will lead NTREIS’s communications strategy, brand management, and public relations, overseeing messaging across platforms to ensure consistency, clarity, and alignment with the organization’s strategic vision.

A graduate of New York University with a Bachelor of Fine Arts, Tomba brings more than a decade of experience in strategic communications, brand development, and visual design. Her



**FOR IMMEDIATE RELEASE**

March 16, 2026

Contact Information  
Below

career spans digital and print communications, brand identity and content strategy, and organizational systems, giving her an integrated approach to messaging that is both creative and operationally grounded. Her expertise positions her to strengthen NTREIS's communications infrastructure and support its continued innovation, growth, and service to its subscribers and stakeholders.

"These appointments mark a significant step forward for NTREIS," said Chris Carrillo, CEO. "As we continue to modernize and expand our reach, having the right executive infrastructure and communications leadership in place is essential. Sherye and Sheree bring exactly the expertise and energy this organization needs to execute on what's ahead."

"I am honored to join NTREIS and support a team dedicated to achieving operational excellence," said Groebe. "I look forward to contributing to the organization's continued success and helping the leadership team work seamlessly together."

"I am excited to join NTREIS at such an important and forward-looking time for the organization," said Tomba. "NTREIS plays a vital role in supporting real estate professionals across the region, and I look forward to strengthening its communications, elevating its brand presence, and supporting its continued growth."

###

**North Texas Real Estate Information Systems, Inc. (NTREIS)** is the primary source of comprehensive real estate information and MLS services for North Texas, serving over 53,000 subscribers across 44 counties. Through state-of-the-art technology and an unwavering commitment to innovation, NTREIS empowers real estate professionals with the data and tools they need to succeed.

**Contact Information:**

Sheree Tomba

[communications@ntreis.net](mailto:communications@ntreis.net)