



Chris Linsell

Chief Marketing Officer, The Mitten Group and Real Estate Strategist & Writer

Chris Linsell is a veteran of the real estate industry, a longtime technology commentator, and one of the most recognizable voices on the intersection of AI and the business of real estate. He currently serves as Chief Marketing Officer at The Mitten Group, a Michigan based brokerage where he leads brand strategy, agent development, and the systems that help top agents scale their businesses in a rapidly shifting market.

Before joining TMG, Chris spent two plus years as the Director of Content at Luxury Presence, where he shaped the editorial and strategic voice of one of the fastest growing technology companies in residential real estate. His earlier career includes senior content and strategy roles at The Close and Elm Street Technology, along with more than a decade of hands on experience as an agent, team member, and founding member of a brokerage.

Chris is a member of the inaugural SoFi Real Estate Advisory Council and a two time Inman Marketing All Star. He writes and speaks regularly about where the industry is headed, with a particular focus on how AI is reshaping the way agents work, market, and win. He publishes at chrislinsell.com and writes The Bottom Line, a weekly newsletter read by real estate professionals across the country. He lives in Traverse City, Michigan with his wife and two daughters.