



SPEAKER BIOGRAPHIES

As Senior Vice President of Macerich's Outlet Division, **Jamie Bourbeau** is responsible for the strategic planning, expansion, merchandising and leasing for our Outlet portfolio. A seasoned professional, Mrs. Bourbeau began her career at the inception of the outlet sector's growth; and for more than a decade has developed and fostered unparalleled relationships and knowledge in the outlet world. Mrs. Bourbeau will play an integral role in managing the existing outlet assets, new site selection, and overall branding for the portfolio.

Prior to Macerich, Mrs. Bourbeau was the Executive Vice President & Director of Leasing for AWE Talisman, where she led the outlet merchandising for all of AWE's Fashion Outlet Brand projects; most recently was the delivery of Fashion Outlets of Chicago, a Macerich partnership. With more than 12 years of experience in the outlet industry, Mrs. Bourbeau also served as Manager of Real Estate at Polo Ralph Lauren in New York City where her responsibilities included new stores, renewals, expansions and re-positioning of existing stores for the 120-store outlet division. While at Polo, Jamie was awarded the 2005 Leadership Award.

Mrs. Bourbeau has served as a panelist at ICSC and VRN events, and is currently on the board of directors for the Developers of Outlet Centers and Retailers (DOC&R). She is also co-chair of the 2014 VRN Fall Outlet Leasing and Marketing Convention Program Committee. Mrs. Bourbeau earned her Bachelor of Science degree in Business Administration, with an emphasis in Marketing, from Northern Arizona University.

Coleen Conklin is Principal of Conklin & Associates. Bringing a deep passion for smart branding and memorable creative to the real estate and retail industries, Coleen Conklin is a proven strategic marketing and partnership development expert. Her love of fashion blossomed in her first role as Technical Design Assistant in the Women's Collection Design Studio for Calvin Klein. Here she assisted in the production of runway shows and coordinated fittings and samples for advertising photo shoots, publicity projects and celebrity requests.

Coleen began her career in shopping center marketing 16 years ago with Chelsea Property Group as Marketing Assistant and quickly rose through the ranks. Most recently, she was Senior Vice President of Marketing for Premium Outlets, a division of Simon, a global leader in retail real estate. Overseeing the corporate marketing department, regional offices and the field marketing organization, Coleen was responsible for developing and executing global marketing strategies for a portfolio of over 80 upscale, designer outlet shopping centers in the U.S., Canada, Asia and Mexico. This list included some of the most recognized and profitable outlet centers in the world, such as Woodbury Common, Desert Hills and Las Vegas Premium Outlets.

Coleen played an integral role in increasing portfolio sales per square foot on an annual basis and successfully building the Premium Outlets brand globally through strategic thought leadership. Conklin earned her Bachelor's degree from James Madison University.

Marie Driscoll, CFA is a highly experienced equity analyst focusing on apparel brands, apparel retailers, and luxury goods stocks. She has served in key analytical and business development roles in leading financial research firms. Marie's knowledge of global consumer markets is broad and deep. Access to industry leaders, financial acumen, and analytic insight support her actionable investment advice. Marie was recognized three times in *The Wall Street Journal's* "Best on the Street" analyst survey, most recently in 2009, capturing the first place ranking for stock selection in the Clothing & Accessories industry.

Marie started Driscoll Advisors late in 2011 providing consulting services to academia, industry, investors and non-profits. She is a columnist for the ICSC's VRN and IOJ, The Robin Report, and Beauty & the Bull. As a thought leader, her contributions include white papers for CohnResnick and the recently launched Deloitte's Global Powers of Luxury Goods 2014. Marie is an adjunct professor at LIM College, teaching Luxury Brand Management in the Fashion Industry. Previously (2003-2011) she was with Standard & Poor's equity research department as Director of Consumer Discretionary Retail, leading a team of five analysts responsible for about 140 equities spanning department and specialty stores, discounters and mass merchants as well as restaurants, housing and furniture stocks. Marie is known for her strategic and creative thinking, her ability to identify, analyze, and articulate investment opportunities and her leadership skills that exhibit a genuine commitment to team achievement.

Earlier in Marie's career, she worked at Argus Research, Oppenheimer & Co., Smith Barney and Prudential, all in equity research roles. Her education consists of a BA in Philosophy from Hofstra and an MBA in Finance & Investments from The Zicklin School of Business, Baruch College, CUNY. She is a member of NYSSA, AIMR and the trade groups SGMA and RMS. She is frequently cited in the press, appears on TV, and has been a panelist at industry events for the NRF and the ICSC.

A noted industry leader with more than 25 years retail marketing and real estate experience, **Karen Fluharty** is responsible for putting retail brands on the map, quite literally. Currently, Fluharty is a partner at Strategy+Style Marketing Group, a full-service consulting, marketing and advertising group serving outlet centers, traditional retailers, fashion houses and shopping center developers. Previously Fluharty served as Senior Vice President for Prime Retail, overseeing all consumer and tourism marketing strategy along with brand voice and tactical marketing execution for 22 of the nation's most popular outlet shopping centers. Prior to Prime Retail Fluharty spent 13 years with one of the nation's largest outlet developers, Chelsea Premium Outlets/Simon Property Group as Vice President – International Marketing. Stationed in Chelsea's New Jersey and Hong Kong offices, Fluharty's responsibilities included developing international market entry strategy and supervising country-specific joint venture marketing groups in Japan, Korea and China.

At Strategy+Style Marketing Group, Fluharty's current client roster includes Kohlberg, Kravis & Roberts (KKR & Co.), Legends Outlets Kansas City, Jeffrey R. Anderson Real Estate, Schottenstein Property Group, Paragon Outlet Partners, Onex Real Estate/Related Property Group, Outlets of Mississippi/Spectrum Capital, The Outlets at Lake George and Helzberg Diamonds Outlet, among more. She is a past co-chair of the VRN Fall Outlet Leasing and Marketing Convention.

Kathleen A. Hackshaw, CSM, brings more than 20 years of retail property management experience in areas that include asset management; budget forecasting and allocation; policy and procedure creation; marketing and public relations; interactive and digital communications; tourism marketing; and staff management to the Outlets of Mississippi.

As the southern state's largest outlet center's General Manager, Hackshaw oversees all management and administration functions on behalf of the property including ground operations; annual budgeting; tenant relations; and annual marketing and public relations planning and execution including advertising/media buying, special events and tourism marketing. She also serves as the outlet center's media and community spokesperson on both the regional and national levels.

Prior to joining the Outlets of Mississippi, Hackshaw was Executive Director of the Children's Museum of Alamance. There, her accomplishments included the development of a comprehensive tracking program to monitor and measure the institution's marketing and public relations efforts along with spearheading its first monthly membership newsletter and blog. Her efforts to enhance the museum's communications programming led to a 25% increase membership and admission. Earlier in her career, Hackshaw served as General Manager at Tanger Outlets located in Mebane, NC. Following leading the outlet center's grand opening period, Hackshaw successfully oversaw operations along with annual marketing programming which contributed to the generation of \$400/sf in annual sales. Her career experience also includes executive positions with increasing responsibilities at Chelsea Property Group, JTS Realty, O & S Holdings and Spa Sydell. Hackshaw earned her Bachelor of Arts degree in history from Wake Forest University.

Karl Haller is a Principal with Dottit LLC, a boutique consulting firm focused on the retail industry. Prior to starting his own firm, he was Brooks Brothers' Senior Vice President -- Brand Strategy and Customer Engagement, with responsibility for Brand Strategy, Customer Insights, CRM and Marketing Analytics, Product Licensing, and Brand Training and Development. Karl has nearly 25 years experience in the retail and consumer goods industry, with 11 years in retail strategy consulting at PricewaterhouseCoopers, 9 years on the corporate side at Brooks Brothers and Tommy Hilfiger, and 4 years in the creative services arena, working at Fitch, a global design firm which is now a division of WPP, and at Doner Advertising.

Throughout his career, Karl has been a frequent speaker, and has authored a number of articles and presentations on trends in the retail industry. He's here today to represent the traditional "bricks and mortar" sector of retail, and how these companies are striving to become the customer-centric, omnichannel leaders of tomorrow.

David Jaffe is President and CEO of the Ascena Retail Group, Inc., a leading specialty retailer of apparel for women and tween girls and boys. Ascena generates \$5 billion in annual sales, operates nearly 4,000 stores across the U.S. and Canada and employs 50,000 associates through its five distinct brands: Lane Bryant, Justice, dressbarn, maurices and Catherines.

David began his retail career with dressbarn in 1992 and spent 10 years learning all aspects of the business, assuming the position of President & CEO in 2002. David drove the transition of dressbarn from an off-price discount store to a lifestyle specialty store brand. With that experience, David began expansion of the company and led three successful mergers: the first with maurices in 2005, followed by Justice in 2009, and the most recent one with Lane Bryant and Catherines in 2012. The parent company was renamed Ascena Retail Group, Inc. in 2011.

David's previous experience was as a General Partner of Chemical Venture Partners, a private equity firm, and as a portfolio manager at Merrill Lynch. He received his BS/BA from the Wharton School/University of Pennsylvania and a MBA from the Stanford Graduate School of Business.

David is a Director of the National Retail Federation and the Baker Retailing Center at the Wharton School. He was named the National Ernst & Young Entrepreneur of the Year Family Business Award of Excellence winner in 2013.

David is also a Director of Food Allergy Research & Education and a Trustee of the Connecticut Chapter of The Nature Conservancy.

Michael P. Kercheval is the President and Chief Executive Officer of the International Council of Shopping Centers (ICSC). He joined ICSC in January 2000 and was elected to the position of President and CEO in May 2001, becoming only the third CEO in the association's almost sixty year history.

Founded in 1957, ICSC is the global trade and professional association of the retail property industry, with over 60,000 members in more than 100 countries. ICSC provides research, education, advocacy and business-development resources to the individuals and companies who make up the world's shopping center and retailing industries. ICSC is a global association, headquartered in New York City with offices in Mexico City, Toronto, Beijing, Singapore, Dubai, Brussels, London and Washington DC.

An economist by training, Mr. Kercheval started his career at the Equitable Life Assurance Society of the U.S. in its investment research area. Over the years, he held a series of positions culminating with the title of Senior Vice President and Portfolio Manager of Equitable's U.S. \$12 billion commercial mortgage portfolio. Following the acquisition of Equitable Real Estate in 1997, by Lend Lease, Kercheval was named Principal and CEO of Lend Lease Latin American Realty Advisors, Ltd, operating in Buenos Aires, Argentina and Santiago, Chile.

Earlier in his career Mr. Kercheval worked on a series of public health and development projects in Central America, taught Urban Economics at Columbia University in New York City, and served as staff economist on the Colorado Governor's Blue Ribbon panel on Economic Growth Management.

A graduate of the University of Colorado with degrees in economics, political science, and international affairs, Kercheval earned his graduate degrees in economics from Columbia University, New York. He has authored research papers on international economics, real estate investment, and economic growth management.

Kercheval is the recipient of the German Council of Shopping Centers' *2011 Award of Excellence* and was given the *2011 Outstanding Association Executive award* by the New York Society of Association Executives, of which he is a past chairman. Kercheval is also active on the executive committee of the University of Florida Retail Program and serves on the boards of the Real Estate Associates Program (REAP), the ICSC Foundation and Amigos de las Americas. He is a member of the Zell/Lurie Real Estate Center of The Wharton School at the University of Pennsylvania, the Real Estate Roundtable, and the University of Colorado Real Estate Center National Advisory Board.

Robin L. Klein, CSM is President/Founder of Fashion Retail Group, Inc., founded in April, 2008 by Robin L. Klein. The consulting firm is exclusive to retail tenant representation. Prior to forming FRG, Robin was a Senior Vice President at Staubach Retail. Robin joined Staubach in September 2001 as Director of the company's boutique retail group. The team worked nationally with fashion and lifestyle brands on new store development in regional malls, outlet projects and high street locations.

Before joining Staubach Retail, Robin was the leasing executive for strategic tenants at Chelsea Property Group where her portfolio consisted of the best brands in the industry. In addition to Chelsea, Robin's extensive career includes working with exceptional developers such as EW Hahn, Developers Diversified and Prime Retail. Robin began her profession as an intern at a regional mall during her sophomore year in college; her career spans more than 25 years and her experience in retail real estate encompasses implementation of new store rollout, market analysis and site selection, lease negotiation and construction.

Robin's understanding of the client's business together with her extensive knowledge of real estate has proven beneficial to retailers seeking profitable store locations - from strategies and initial planning to site selection, lease negotiation and store opening. Her commitment to her clients, passion for the business and experience in the industry has allowed Robin to maintain stellar relationships with both landlords and tenants throughout her career. Fashion Retail Group's exclusive tenant list includes: Aldo; Ann Taylor Factory Store Loft Outlet; Charming Shoppes Inc (Lane Bryant Outlet); Coldwater Creek Outlet; Lululemon Athletica Outlet; Oil & Vinegar; Sony. She is the co-chair of the 2014 VRN Fall Outlet Leasing and Marketing Convention Program Committee.

David Lobaugh is founder and president of August Partners, Inc. He has led his company in pioneering the use of shopper segmentation analysis, Fashion Stance™ / Fashion Forwards™ shopper mindset metrics, Jeanetics™ price point indicators and other innovative market and consumer research methodologies. The firm works with a broad range of clients nationwide to assist in their development, redevelopment, leasing and marketing strategies and programs.

August Partners' clients include such companies as AWE Talisman, Macerich, Westfield, JLL, Tanger, Craig Realty, Horizon Group, VFO, CBL Properties, SRS Real Estate, Cypress Equities, ARCP/Cole, Miracle Mile Shops (Las Vegas), PREIT and others. Engagements have included outlet centers, malls, lifestyle centers and city-based mixed-use projects.

Lobaugh is a speaker, writer and panelist – including the 2013 VRN session “By the Numbers.” This panel and a subsequent “Outlet Shopping in America” ICSC webinar were based on a national top-50 market online consumer survey conducted in conjunction with ICSC and Value Retail News. He is also a member of the 2014 VRN Conference program committee. He has been a faculty member of ICSC's John T. Riordan School for Professional Development for 16 years, and is also an ICSC Executive Learning Course Series instructor and University of Shopping Centers faculty member. He co-authored an ICSC "Best Practices" paper on retail sales analysis plus several consumer research articles for Value Retail News. He also speaks to

retailer, broker and developer groups on behalf of his clients. He is a graduate of the University of Oklahoma.

David K. Ober, Ph.D. is general partner of Rockvale Outlets Lancaster, holds more than twenty years of outlet industry experience in leasing, marketing, acquisitions, development, construction, and property sales. Recently Mr. Ober started Global Outlet Management, a property management company that specializes in outlet leasing, marketing and management. Global Outlet Management is partnering with a land developer in Springfield IL to bring an outlet center to that city. He is also president of The Council of DOC&R, the International Trade Organization of the Outlet Industry. In September of 2010, Mr. Ober was inducted into the Developers of Outlet Centers & Retailers Hall of Fame. The presentation is conducted annually to honor top leaders in the outlet and retail industry.

In addition to his real estate, retail and shopping center expertise, Mr. Ober is the founder and President of Share the Blessing, Inc., a 501 (c) 3 charitable organization. He has been a guest lecturer, speaker, and moderator at ICSC) conventions across the U.S. China, and Argentina and for the second year in a row Milan, Italy. A board member of the Pennsylvania Retailers Association, Ober also has a monthly column in *Value Retail News* (VRN). He is also a member of the Value Retail News Fall Outlet Leasing and Marketing Convention Program Committee. Value Retail News is an ICSC publication. Mr. Ober is a graduate of Wheaton College and is received a PhD degree from Eastern University, Philadelphia, PA.

Christine Szalay Strange is Vice President, Daniel Corporation and General Manager for The Outlet Shops of Grand River in Birmingham, AL. Bringing more than 30 years of experience including operations, as well as extensive work in the marketing and tourism arenas. Most recently residing in Texas, Szalay worked with both the Dallas Convention & Visitor Bureau along with the Dallas Arts District where she developed and executed various marketing, partnership and sponsorship programming. Prior to joining the Dallas CVB, Szalay served as the Corporate Director of Marketing for NorthPark Center, also located in Dallas, where she successfully developed and managed a repositioning plan for the property's 1.2 million square foot expansion, among many other achievements.

As a recognized expert in retail tourism, Szalay spent four years at the Tourism Director for Fashion Outlets of Las Vegas after serving as the corporate Director of Tourism and Group Sales for Prime Retail where she oversaw the tourism programs for 52-outlet centers nationwide. Prior to joining Prime Retail, she was the Director of Marketing for the Rock and Roll Hall of Fame and Museum and was responsible for all marketing programs, sales (both leisure market and group) the museum's membership program, and visitor operations including ticketing and visitor services, tourism-related sponsorships and special event programs. Ms. Szalay was also the Director of Tourism for the Convention and Visitors Bureau of Cleveland and the Executive Director of the Ohio Travel Association.

Scott Stratten is the President of Un-Marketing. He is an expert in Viral, Social, and Authentic Marketing which he calls Un-Marketing. Formerly a music industry marketer, national sales training manager and a Professor at the Sheridan College School of Business, he ran his “UnAgency” for a nearly a decade before solely focusing on speaking at events for companies like PepsiCo, Adobe, Red Cross, Hard Rock Cafe, Cirque du Soleil, Saks Fifth Avenue, Deloitte and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape. He now has over 165,000 people follow his daily rantings on Twitter and was named one of the top 5 social media influencers in the world on Forbes.com.

He has written three best-selling business books, the newest being “*QR Codes Kill Kittens*” a picture book for fed-up business people. His new book, “*UnSelling*” due out October 1, 2014. His clients’ viral marketing videos have been viewed over 60 million times and he’s recently appeared in the Wall Street Journal, Huffington Post, USA Today, Entrepreneur Magazine, CNN.com, Inc.com and Fast Company and was named one of “America’s 10 Marketing Gurus” by Business Review USA. That plus \$5 gets him a coffee anywhere in the world.

Lisa Quier Wagner is a Principal for Avison Young. Her focus is in her specialty of outlet-center strategic direction, marketing and management, as well as provide leasing guidance and tenant advisory expertise. Before joining Avison Young this year, she served as partner of the Outlet Resource Group, a specialty retail consultancy firm which she co-owned and co-founded.

Wagner brings to Avison Young 25 years of experience in outlet-center marketing, feasibility assessment and strategic development, and oversight of outlet-center performance. During her career, she has overseen the grand openings of more than 45 outlet centers, and coordinated the marketing of more than 60 such retail facilities globally. One of her focal points has been the turnaround of under-performing assets and repositioning of hybrid projects into pure outlet centers through a strategic, multi-disciplinary team approach. Her skill set includes strategies for outlet-center development and management roles, the identification of optimal sites, and the creation and deployment of business plans to maximize asset value.

Prior to forming the Outlet Resource Group, Wagner was a partner with EWB Development LLC, focusing on outlet-center development and turnaround projects across North America, while handling marketing projects through her pre-existing consultancy firm, QTM, Inc. She started in the outlet-center segment in 1988 as Vice-President and Director of Marketing for McArthur Glen Group in Washington, DC, actively participating in the company’s development program and creating and executing marketing programs for a company portfolio that grew to 22 outlet centers. She went on to develop and open centers in Germany, Scotland, Sweden and France, both with McArthur Glen Europe and then as a founding partner in London-based Outlet Centers International. Since returning to North America in 2001, she has been involved in the development and redevelopment of dozens of outlet projects.

Wagner is a frequent speaker with ICSC and other conferences in the U.S. and abroad, and acts as a spokesperson for the industry as the Chair of the Outlet Marketing Alliance, which

represents both developers and retailers. She is a member of the VRN Fall Outlet Leasing and Marketing Convention Program Committee.
