

*Deborah Byrnes*

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## **SUMMARY**

Retail consultant and entrepreneur with a reputation for envisioning and launching unique retail enterprises. Successful career experience in merchandising, buying, design, and client collaboration with Merchants, Landlords and Restaurateurs. Exceptional ability to identify with the customer, the Client and the goals, and achieve a commercial concept that builds image and generates brand and financial success.

## **PROFESSIONAL EXPERIENCE**

### **Retail Resource, Inc., Boston, MA**

**1987- present**

Retail consultancy advising Landlords, Merchants and Restaurateurs, focusing on creating revenue and competitive image through deal making, business alliances, design, graphics, branding and team building. Reputation for success within budget constraints and demanding deadlines.

### **SPECIALTIES**

#### **Merchandising Grand Openings of Shopping Places**

Hands on, on site Leader who transforms vacancies and temporary leasing to "Swing Shops Program", generating income and brand awareness for retail and commercial real estate organizations including The Mills, The Rouse Company, and Westfield.

- Vaughan Mills: Led Team to lease, design and merchandise 28 stores generating \$2.4 million dollars in annual rent, adding fashionable categories and activating front door anchors for Ivanhoe Cambridge and The Mills
- Discover Mills: Strategized program to lease 28 and merchandise 19 locations, or 24% of the retail doors of the project, generating \$1.M in revenue, in an overbuilt retail market. Crafted team talent to include Retail Buying Coach and POS trainer, assisting wholesalers in committing to the retail step.

- Sawgrass Mills, The Colonnade: Partnered with Neiman Marcus, Off Fifth, Crate and Barrel, Ferragamo, Valentino, Barneys, Burberry, David Yurman and others during post hurricane construction to introduce this new venue through visual merchandising, graphics, and in-store merchandising.

### **POP-UP Stores**

Retail merchandising and buying experience from Macy's and Bloomingdale's was the foundation for creating the POP-UPS concept that added entrepreneurial élan to traditional shopping venues, and spiked store design, graphics, and merchandise presentations to rival reputation retail with creative talent, while employing fiscally conservative methods.

- St. Louis Mills: Major investment in PBS play area stimulated strategy to lease 5 children's stores in vacancies and to create coffee café with local entrepreneur, while disguising Rain Forest Café under construction. **Total POP-UPS: 41, \$940K rent**
- Cincinnati Mills: Vacant for four years, front door department store leased, 80,000/SF plus **Total POP-UPS: 28 stores, 79,000/Sf, \$800K rent**
- Colorado Mills: **Total POP-UPS: 35 stores, \$1M rent**

**Retail Consulting and Master Planning:** Cradle to grave retail planning, leasing, marketing, design and budgeting

- South Station, Fan Pier, The Seaport for Fidelity and NorthPoint in Boston
- Paseo of Santa Fe for The Hunt Companies
- Harvard, Yale and MIT retail programs
- Legal Sea Foods as dealmaker/site selection for ten years; procured Aquarium location, now top in sales in a given week out of all 36 locations

### **Team Leadership**

Matched talent to tasks, created teams of leasing agents, architects, graphic designers, visual merchandisers, artists, corporate drafters and gypsy workers for over 40 Grand Openings.

Westfield's Topanga: Integrating in-house Dream Team and Grand Opening (G.O.) Team to amazing result touching 43 stores and restaurants.

Legacy Place 2009 opening: Integrating Owner's Team and GO Team to results that merchandised 43 out of 80 store-fronts. Managed entrepreneurial merchants thru design process, major graphics program, visual merchandising, outdoor furniture, white box construction, awnings and signage which brought this already outstanding venue closer to being 100% open in 45 day time frame.

### **THE ROUSE COMPANY, Columbia, MD**

**1979-1987**

#### **VICE PRESIDENT LEASING**

Ground breaking urban shopping places nationwide featuring the most creative new names and concepts in retail, and creating many of them after three years in operations at Faneuil Hall Marketplace in Boston. Bayside, St. Louis Union Station, Pioneer Place, Westlake, Underground Atlanta, South Street Seaport, Arizona Center, Jacksonville Landing plus

**MACY'S NEW YORK, New York, NY  
BUYER**

**1975-1979**

Buyer for Home Accessories: Developed merchandise internationally and elevated taste level, sales and merchandising in the 16 Macy New York stores. Created Dickens Shop, Diane Love Flowers, Not for Children Only, and developed 3 outposts in Herald Square store, including I Love New York.

**BLOOMINGDALE'S, Boston, New York City**

**1973-1975**

Executive trainee in all home furnishings departments, organized Bloomingdale's first Bridal Show, acted as Customer Service ambassador and visual assistant to Store Design team

**SAKS FIFTH AVENUE, Milburn, NJ**

**1971**

Ready to Wear trainee in Young Circle

**EDUCATION**

University of Rhode Island, B.S. Textiles and Clothing and Marketing  
Alliance Francaise, Boston and Paris - French language studies  
Italiaidea, Rome, Italian language studies

**ORGANIZATIONS**

American Institute of Architects: Retail and Entertainment Committee  
RECON: International Council of Shopping Centers  
Urban Land Institute