

DEBORAH BYRNES

RETAIL RESOURCE, INC. 65 East India Row #8a, Boston, MA 02110
o. 617.482.1400 c. 617.513.9760
deborah@deborahbyrnes.com www.deborahbyrnes.com

PROFESSIONAL BIOGRAPHY

LEASING, PLACEMAKING, AND MASTER PLANNING

Cradle to grave master planning and leasing, marketing and design for mixed use projects, resorts, airports, and university neighborhoods

EXECUTIVE PRODUCER FOR RETAIL AND EVENTS

40+ Grand Openings for shopping places, ground breakings, corporate retreats and trade shows for major real estate developers. Leasing, Design, Budgets, Timelines, Construction Management, Visual Merchandising, and Special Events

EXPERIENCE DESIGNER FOR RETAIL AND EVENTS

Partner to creative architects, graphic designers, visual merchandisers, and branding managers to create environments, for memory making experiences, supporting and exceeding Client expectations

TEAM BUILDER & LEADER

Experienced team builder with schedule and budget responsibility creating inclusive team atmosphere, talent well matched to challenges and an impressive record of problem solving and successful project launches

RETAIL RESOURCE CLIENT ROSTER

DEVELOPERS

AL FUTTAIM
DOHA FESTIVAL CITY, QATAR

AMERICAN EGYPTIAN COMPANY, CAIRO,
EGYPT

AL RAHA BEACH, DUBAI, UNITED ARAB
EMIRATES

A.T. & T., NEW YORK

BANKCITY, JOHANNESBURG, SOUTH AFRICA

BAYER PROPERTIES, BIRMINGHAM
THE SUMMIT @ FRITZ FARM

BEACON COMPANIES, BOSTON
CENTER PLAZA
GUEST QUARTERS HOTELS
LE MERIDIEN HOTEL
ROWE'S WHARF
SOUTH STATION
75 STATE STREET

BEACON CAPITAL, BOSTON
CHANNEL CENTER CONDOMINIUMS

THE BRAVERN, BELLEVUE, WASHINGTON

BROOKFIELD
5TH & BROADWAY, NASHVILLE, TN

CENTERMARK PROPERTIES
ANNAPOLIS MALL
THE PLAZA AT WEST COVINA

CA1 SERVICES
NEWARK AIRPORT
NEW ORLEANS AIRPORT
OAKLAND AIRPORT

CABOT, CABOT & FORBES/CLARION, BOSTON
ALEWIFE PROJECT

CORE INVESTMENTS, BOSTON
WASHINGTON VILLAGE
AMAZON BID
DOT AVE PLACEMAKING

THE DAVIS COMPANIES, BOSTON
UNION TRUST BUILDING, PITTSBURGH

DEBARTOLO
KA MAKANA ALI'I, HAWAII

DISNEY DEVELOPMENT COMPANY
THE BOARDWALK
THE VILLAGE MARKETPLACE

THE ENTERPRISE DEVELOPMENT COMPANY

FIELDS POINT
MASHPEE COMMONS

GABLES URBAN PARTNERS
WEST AVE, HOUSTON

GREENBERG GIBBONS COMMERCIAL

THE HAPSMITH COMPANY
SUPERMALL OF THE GREAT NORTHWEST

HARVARD UNIVERSITY REAL ESTATE
HOLYOKE CENTER, CAMBRIDGE

THE HUNT COMPANIES
THE PASEO AT SANTA FE

MACERICH
FASHION DISTRICT, PHILADELPHIA, PA

MAHOGANY BAY VILLAGE, BELIZE
LEASING AND MASTER PLAN
BLUE WATER BLUE SKIES BRANDING
SCIENCE & SOUL WELLNESS
THE GENERAL STORE

MEADOWLANDS XANADU

THE MILLS
ARIZONA MILLS; ARUNDEL MILLS;
CINCINNATI MILLS; COLORADO MILLS;
CONCORD MILLS; DISCOVER MILLS;
GRAPEVINE MILLS; KATY MILLS;
MADRID XANADU;
MANUFACTURERS @ THE MILLS;
OPRY MILLS; ONTARIO MILLS;
PITTSBURGH MILLS;
SAWGRASS MILLS
PHASE TWO EXPANSION
THE OASIS
MIDNIGHT AT THE OASIS
THE COLONNADE

ST. LOUIS MILLS
THE BLOCK AT ORANGE
VAUGHAN MILLS
ANNUAL MANAGEMENT MEETINGS

MISSION CENTRE, TEMPE
NORTHPOINT, CAMBRIDGE
OLYMPIA & YORK, NEW YORK CITY
WORLD FINANCIAL CENTER

THE PYRAMID COMPANIES
ROCKEFELLER CENTER, NEW YORK CITY
THE ROUSE COMPANY
THE NEW BOSTON GARDEN CORPORATION
THE IRVINE SPECTRUM CENTER

SPORTSERVICE
ATLANTA BRAVES STADIUM

STROUSE GREENBERG & COMPANY
TRANS NATIONAL PLACE, BOSTON
UNION MARKET ASSOCIATES
WESTFIELD AMERICA
ANNAPOLIS MALL
TOPANGA

W/S DEVELOPMENT
LEGACY PLACE

UNIVERSITY STREET RETAIL
HARVARD UNIVERSITY
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
YALE UNIVERSITY

RETAILERS AND RESTAURANTS

CHICAGO CUBS POP-UP STORE: Retail store design/merchandising
with graphic design partners from Levy
CRUZ MODERN MEXICAN CANTINA: Brand Development
CRY BABY RANCH: Expansion planning/Lease negotiations
LEGAL SEA FOODS, INC.: Restaurant collection, real estate transactions with CEO and COO
SAKI: Asian-fusion restaurant and saki bar team training
SHEKO: Wholesale marketing strategy to launch jewelry line
VIOLETS / FRILLZ: Hand painted clothing, lease negotiations

MUSEUMS, DOWNTOWNS, AND MAIN STREET PROGRAMS

COALITION FOR COMMUNITY DEVELOPMENT/"DOWNCITY"
COLUMBUS, INDIANA WITH THE ROUSE COMPANY
THE M'ARK PROJECT MARGARETTVILLE, NY
NEWARK DOWNTOWN
PORT DISCOVERY
PRESERVATION ALLIANCE OF WEST VIRGINIA
REMAIN NANTUCKET

SPEAKING ENGAGEMENTS AND EVENTS

MACERICH – Leasing Retreat
WESTFIELD ANNUAL MEETING - Palm Desert
ICSC - Las Vegas
SPREE CONFERENCE – Specialty Retail's annual conference - Las Vegas
CENTER BUILD – Phoenix, Arizona

DESIGN FIRMS

COMMUNICATION ARTS: Dubai Special Events strategy
D'AGOSTINO, IZZO, QUIRK ARCHITECTS: Disney World Expansion
ESKEW, FILSON ARCHITECTS: Underwater World Retail Shop
PRELLWITZ AND CHILINSKI ASSOCIATES: Boston Garden renovation
COBB DESIGN GROUP: Hilton Hotels

PAST POSITIONS

VICE PRESIDENT, THE ROUSE COMPANY 1979-1987

Leasing urban projects in historic, mixed use and waterfront settings. Acting as the "closer",
leasing or disguising all vacancies for Grand Openings

Leasing liaison to Marketing and Design Departments

Leasing, merchandising, design and merchant development, corporate direction for temporary
leasing, Entrepreneurs Marketplace Program (carts, swing shops, temporary storefronts, kiosks)
after management, operations, accounts receivable, and leasing at Faneuil Hall Marketplace
for three years

RETAIL EXPERIENCE

MACY'S NEW YORK: Home accessories buyer for 16 stores

BLOOMINGDALE'S: Department Manager in Home

SAKS FIFTH AVENUE: Ready to Wear Trainee

EDUCATION

Harvard College, Negotiations and Conflict Resolution, 2012, 2013

Italian Language, Italiaidea, Rome, Italy

Alliance Francaise, Paris, France

University of Rhode Island, Bachelor of Science,

Marketing and Textiles and Clothing

ORGANIZATIONS

American Institute of Architects

Habitat for Humanity

International Council of Shopping Centers

Urban Land Institute

Deborah Byrnes

RETAIL RESOURCE, INC.

65 East India Row #8a

Boston, MA 02110

o. 617.482.1400 c. 617.513.9760

deborah@deborahbyrnes.com

www.deborahbyrnes.com