

DEBORAH BYRNES

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

RESUME

Merchandising and Placemaking creating signature design elements and experiences for mixed use, resort, university and shopping places, with Landlord teams, and as Owner advocate. Executive producer of retail and events for major shopping center developers in deadline driven circumstances for on time on budget launches of over 40 shopping places in the United States, Canada and Spain.

SPECIALTIES

Retail Consulting and Master Planning

Leasing, design, marketing, budgeting, buying and customer experience

Recent projects:

Macerich Leasing, Fashion District, Philadelphia PA

Brookfield, Fifth & Broadway, Nashville, TN

Swift & Morris, retail / interior design re-launch, Newport, RI

Cruz, new restaurant, Austin, TX

Legal Sea Foods, Boston, MA

Mahogany Bay Village, resort village, Belize

Washington Village, mixed use project, South Boston, MA

POP-UP Stores

Merchandising vacant space for shopping center grand openings over a decade evolved to leasing, store design, visual merchandising, marketing, graphics, and common area and exterior furnishings.

Adding 28 stores and \$2.2 million dollars in additional rent was one project highlight; Creating the Chicago Cubs pop up at Wrigley Field another.

Team Leadership

Matching talent to task, creating teams of leasing agents, designers, corporate drafters and gypsy workers while integrating into Client's Development teams has made team leadership a specialty skill.

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PROFESSIONAL EXPERIENCE

RETAIL RESOURCE, President 1987- PRESENT
THE ROUSE COMPANY, Vice President Leasing
1979-1987

RETAIL

MACY'S NEW YORK, Buyer Home Furnishings
BLOOMINGDALE'S: Department Manager Home
SAKS FIFTH AVENUE: Ready to Wear Trainee

EDUCATION

HARVARD COLLEGE, Negotiations and Conflict Resolution, 2012, 2013
ITALIAIDEA, Rome, Italian Language Studies
ALLIANCE FRANCAISE, Boston, Paris, French Language
UNIVERSITY OF RHODE ISLAND, B.S.

ORGANIZATIONS

AMERICAN INSTITUTE OF ARCHITECTS
RECON: International Council of Shopping Centers
HABITAT FOR HUMANITY
URBAN LAND INSTITUTE