

# AMY F ALYESHMERNI

**BUSINESS DEVELOPMENT, RETAIL LEASING,  
STRATEGIC PARTNERSHIPS**

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## EXECUTIVE SUMMARY

An intuitive and socially intelligent leader with strong real estate expertise, strategy development and process management skills, whose passion, enthusiasm and commitment to others' personal and professional growth engenders broad collaboration towards unlocking new opportunities and execution of objectives.

## CAREER HIGHLIGHTS

- Leading the Westfield Veteran's Initiative to include identifying mission, objectives and priorities, building team, managing team to advance against goals set.
- Nurturing a side hustle: operating a hobby farm- breeding alpacas and selling their fiber as finished product.
- Served as the Product Owner for Leasing on Westfield's Salesforce conversion project.
- Successfully delivered projected revenue for Westfield Fashion Square through arguing effectively for a remodel, repositioning the asset via story telling, and diligent leasing.
- Launched and led a wildly creative project leasing consulting company that generated an average of \$500-\$700K in fees annually with only one full time deal maker.
- Up-merchandised and led leasing efforts through the redevelopment of a 700,000sf asset in a third tier market to successfully win an A list of tenants (Del Monte Center)
- Promoted to the youngest Sales Manager ever at Metro Realty by the age of 27, re-branded firm in addition to running the sales and property management division.
- Completed the Honolulu Marathon in 1998.

## EDUCATION

**Boston University, Boston, MA 1990-1994**

**Bachelor of Science in Business Administration**

Concentrations in Organizational Behavior and Operations Management.

## STRENGTHS

Charismatic  
Smart  
Determined  
Self-Aware  
Fun, Funny  
Open  
Articulate  
Organized  
Methodical  
Collaborative

## VOLUNTEERISM/ BOARD COMMITMENTS

### **Westfield Veteran's Initiative Board of Directors**

2015-2018 launched and lead the Westfield Veterans Initiative centered on transition support and small business development post military service. Supported veterans & military families through employee engagement and leveraging Westfield talent and resources. Negotiated MOUs with strategic partners, set and managed budget, and submitted annual ESG reporting.

### **M'Ever Le Yam Board of Directors**

2016-2018 provided counsel in the program design, financial goal setting and growth of a non-profit focused on supporting Americans serving in the Israeli military.

# WORK EXPERIENCE

**Westfield LLC/ Unibail Rodamco Westfield**

**Los Angeles + San Diego, CA**

**VP, Business Development & Strategic Partnerships, Brand Ventures**

**January 2018- present**

- Cultivate and negotiate multi year, multi million dollar partnership opportunities for Westfield (\$24M +)
- Develop customized solutions for brands by packaging real estate and media across Westfield portfolio
- Create a system and structure around retail pop up/brand activations in Westfield's core & airport portfolio
- Designed and executed holiday market sets in four top assets to include Century City & World Trade Center

**Westfield LLC**

**Los Angeles + San Diego, CA**

**Senior Manager, Leasing**

**April 2011- December 2017**

- Successfully repositioned Fashion Square, drove remodel, and delivered revenue to budget every year.
- Generated multiple merchandising schemes tied to aggressive proformas for Horton Plaza redevelopment.
- Acted as the product owner for leasing on the Salesforce software development project. Trained several disciplines after data migration.

**The Leasing Studio, Inc.**

**California + Washington**

**Owner/ President**

**April 2006- June 2011**

- Represented landlords on an average of 1.2M SF of shopping center space concurrently; formats included a regional mall, high profile historic adaptive re-use, community center/boutique specialty center, hybrid community/ regional box center with a lifestyle component (ground up development).
- Created and executed unconventional leasing programs for each property which included project re-branding, positioning strategy, proactive prospecting, marketing to merchant and brokerage communities through e-mail campaigns, holiday promos and open houses, conceptualizing and hosting promotional cocktail parties and dinners on behalf of landlords.
- Developed a talented, devoted team of employees within a high pressure environment of evolving methodologies and creative problem solving.

**Madison Marquette Retail Services**

**San Francisco, CA**

**Vice President, Leasing**

**December 2001 - April 2006**

- Represented both institutional and private third party clients in leasing transactions on varied property types in Washington, Northern California, Southern California and Arizona.
- Strategized merchandising plans for both ground up development properties as well as the re-imaging/ re-positioning of existing regional malls, lifestyle centers and hybrid/community centers.
- Budgeted Leasing Assumptions for upcoming vacancies.
- Coordinated marketing efforts on all properties represented to include both printed collateral material as well as property leasing specific promotions and events.

**Spaulding & Slye Colliers**

**Boston, MA**

**Retail Leasing Broker**

**July 2000 - September 2001**

- Represented over 28 properties totaling more than 2 million square feet of retail space across five states for both institutional and private owners.
- Closed 19 transactions generating more than \$7.6 million of revenue for clients, including leases, renewals, and expansions with retailers typical of grocery anchored strip centers and street facing downtown retail space.
- Prepared market analyses to position new properties for lease.
- Negotiated Letters of Intent and Leases for both local and national retail tenants.

**MetroRealty**

**Brookline, MA**

**Sales Manager, Property Manager, Rental Associate**

**1994 -2000**

- Sold over \$3 million of property annually. Further facilitated over \$15 million in firm transactions.
- Strategized marketing plans and supervised execution for all properties listed by firm.
- Trained all new personnel on procedures, presentation and negotiation in both rentals and sales.
- Managed as many as 65 individual units for five trusts and numerous private owners.

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## INTERESTS

Fiber Dyeing, Yarn Spinning (Fiber Arts), RV camping (& subsequent maintenance), discussing politics and religion as soon I meet someone, hiking, cooking, keeping current with technology by running a small business using e-commerce and social media as promotion and operational tools.