



Leisa Barger

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LEISA BARGER

CHIEF MARKETING OFFICER

PROFESSIONAL BACKGROUND

Leisa Barger is Chief Marketing Officer for Weitzman, a privately held operator of legacy mixed-use grocery anchored shopping centers across the state of Texas consisting of almost 250 centers and more than 4,500 tenants. Barger directs Corporate Branding, Corporate Communications and PR, Research, and Digital Marketing. She built the organization's first marketing division, which included a revenue generating in-house agency and proprietary digital marketing platform serving the shopping center assets as well as national third-party clients. She expanded the firm's research capabilities as well.

She has built over six revenue generating platforms in her career, won over 40 awards for innovative business solutions, and currently serves on the executive leadership as a brand strategy leader within the firm.

At Weitzman, Barger successfully repositioned Weitzman's corporate brand, merging two co-equal companies' separate brand identities, creating a cohesive and refreshed public identity - raising the overall value of the management company and firm. Part of her contributions include the reimagining of the firm's distinguished annual Forecast event, elevating the overall profile with industry leaders and media. Barger envisioned and built the infrastructure for Weitzman's first digital platform for the marketing of 100 joint venture and third-party managed assets, launching 2.0 in 2020 and 3.0 in 2023, which provides tenant consultative services and independent digital footprints escalating each center's online search position, traffic and sales within 80 independent trade areas. Barger re-engineered Weitzman's in-house marketing, digital and research teams. Under her direction, Weitzman's shopping center marketing division has evolved to become one of the most respected and results-driven branding, research and digital communications platforms in the retail industry in the retail commercial real estate's grocery anchored/neighborhood/community center niche.

Barger spent the first half of her career with the Edward J. Debartolo Corp, which was subsequently sold to Simon Property Group.

weitzman®

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CHIEF MARKETING OFFICER

ORGANIZATIONS

Barger is a Certified Marketing Director, a credential awarded by the International Council of Shopping Centers for shopping center marketing experience and professionalism and after a rigorous course of study. She is a member of ICSC. Her work has been honored with numerous awards, including three MAXI awards, the shopping center industry's most prestigious marketing award.

EDUCATION

Barger received a Bachelor of Arts degree in Marketing and Fashion Merchandising from Sam Houston State University in Huntsville, Texas.