

J. SCOTT SAMSON

SUMMARY

Accomplished leader recognized for achievement of operational excellence, best in class standards and exceptional team performance with the nation's leading real estate companies. Record of innovation and collaborative success in traditional and non-traditional shopping center asset management, development, and marketing to include value enhancement, property transformation, partner relations, capital investment, employee development, government & community relations, retailer engagement and sales growth.

WORK HISTORY

CENTENNIAL REAL ESTATE, Inc.

Senior General Manager, Fox Valley Mall – Aurora/Naperville, IL (2015 - Present)

- Leading the reimagining of the shopper experience through a \$200M center transformation which includes demolition of anchors, construction of a luxury apartment community, outdoor dining and entertainment plaza.
- Secured funding and completed \$12M 5-year capital plan while reducing operational expenses 10%.
- Created “Fox Valley 2.0”, \$7M renovation including locally sourced public art murals, inline interactive children museum and remote working areas, upscale shopper lounge and one-of-a-kind Center Park with iconic treehouse towers and popular community performance stage.
- Negotiated all local and franchisee lease amendments and renewals. Increased occupancy from 75% to 92%.
- Assist with Centennial company acquisition due diligence and management transitions.

WESTFIELD, Inc.

General Manager, Westfield Fox Valley – Aurora/Naperville, IL (2012 – 2015)

- Direct operations of 1.5M sf super-regional center with 8M customers and sales of over \$250M.
- Grew specialty leasing program from \$800,000 to \$2.2M.
- Managed operating expenses below budget every year while maintaining highest shopper experience ratings in the company.
- Managed staff reorganization to create a leaner, high-performance team.
- Achieved top internal audit rating in company.
- Increased sales 3%-5% annually while maintaining an overall average monthly receivable balance of under 3% with zero A/R at year end.

General Manager, Westfield Chicago Ridge – Chicago Ridge, IL (2006 – 2012)

- Selected to lead transformation of newly-acquired property to secure long-term stability in marketplace.
- Exceeded project proforma yield by 10%. Awarded “Most Improved Mall” 2011. Repositioning strategy used as model for other Westfield centers. Increased overall specialty sales productivity by 33% from \$328 psf to \$437 psf.
- Managed execution of Service & Convenience/Grocer Wing transformation including addition of first-ever Aldi market inside an enclosed mall. Most successful store opening in Aldi company history and first grocer addition to Westfield US portfolio.

General Manager, Westfield Fox Valley – Aurora/Naperville, IL (2003 – 2006)

- Recruited to join new Westfield Midwest Region to transition 1.5M SF super-regional center acquisition. Oversee all departments and team of 80 employees. Responsible for center budgeting, repositioning plan, development project support, contracts, accounting, marketing, operations and local government, union, and media relations. Responsible for Fox Valley NOI growth from \$15.6M to \$18M in two years.
- Exceeded annual objectives in specialty leasing revenue, zero accounts receivable, 24 new store openings, interior renovation, \$18M NOI and \$300M sales.

Regional Manager, Airport Retail – Washington DC (1997 – 2003)

- Founding member of Westfield Airport Division, doubling project portfolio in five years.
- Accountabilities include Airport Division NOI, Contract negotiation, Collections, Sales, Expense Control, Administration, Marketing, Accounting, Specialty Leasing, Staff Supervision and Client Relations. Secured the contract award of three new Airport projects as member of new business development team.
- Hired, trained, and supervised all General Managers, Assistant GMs, Specialty Leasing and Marketing Managers in the Westfield Airport Portfolio.

LEND LEASE INC.

Assistant General Manager/Director of Marketing - Landmark Mall - Alexandria, VA (1994 – 1997)

- Responsible for mall repositioning and redevelopment analysis and support. Developed multi-center Rewards Card™ electronic shopper loyalty program. Secured over \$500,000 annually in program merchant contributions and sponsorships.

SIMON PROPERTY GROUP

Assistant Mall General Manager - St. Charles Towne Center, Waldorf, MD (1992 – 1994)

- Directed operations, specialty leasing, marketing programs, income enhancement, community relations and expense reduction at new 1M SF regional center. Completed Simon Manager in Training program.

Marketing Director - Fashion Centre at Pentagon City Arlington, VA (1989 – 1992)

- Created a MAXI award-winning grand opening of 1.5 million sf Flagship mixed use center in Washington D.C. metro area. Directed all advertising, creative development, media placement, public relations activities, special event development, promotional trade outs, market research, tourism programs and tenant relations.

MAJOR ACCOMPLISHMENTS

- Authored *Green Shoots of Recovery in The Retail Real Estate Industry*.
- Awarded Centennial Real Estate Company Asset Team of the Year 2020 & 2016.
- Founding member of Westfield Airport Division, doubling project portfolio in five years.
- Directed acquisition due diligence and ownership transition of \$100M shopping center – Louis Joliet Mall.
- Participated in development, leasing, construction, and grand opening of three new shopping centers and three new airport terminal programs.
- International Council of Shopping Centers – Maxi Award, Two Merit Awards
- Simon Property Group – Eight Awards of Excellence
- Leader – Westfield Project Accelerate. Reduced report volume by 30%.
- Awarded Westfield Most Improved Mall 2011.
- Established first Westfield Management Intern and Management Associate programs.
- Established specialty programs at National, Dulles International and Newark Liberty Airports that generate gross revenue of over \$1M per year.
- Aurora Economic Development Steering Committee Chairman - Working with the City of Aurora Mayor, City Council and local business leaders, created and secured endorsement of downtown 10-year redevelopment plan for second-largest city in Illinois.
- Board of Directors – Fox Valley Area United Way

EDUCATION & CERTIFICATIONS

International Council of Shopping Centers

- Certified Real Estate Professional (CRRP)
- Certified Retail Property Executive (CRX)
- Certified Shopping Center General Manager (CSM)
- Certified Marketing Director (CMD)

BA – The University of Arizona, Marketing/Radio-Television Management