



*Katie* **ESSING**

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## EDUCATION

- Master of Strategic Leadership, Stephens College, Columbia, MO, 4.0
- Bachelor of Science in Business Administration – Marketing, University of Missouri, Columbia, MO, Cum Laude

## EXPERIENCE

### Strategic Retailer, LLC FOUNDER

- Providing consulting, coaching, education, community building, and related services in support of economic development and strengthening retail service and merchants.
- Work with individuals as well as organizations, non-profits, and local governments.

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### University of Missouri 2008, 2014 - present ASSISTANT TEACHING PROFESSOR OF MARKETING

- Guide students in classroom lectures, group projects and integrated learning techniques for Retail Marketing, Digital Marketing, and Principles of Marketing coursework.
- Foster student commitment to lifelong learning by connecting course materials to broader themes, current events, and real-world experiences.
- Utilize digital technology in the classroom through online learning materials and teaching platform.
- Write course materials including syllabi, homework assignments, and case projects.
- Volunteer and collaborate with faculty and Marketing Advisory Board for annual "Making Me Marketable" student event.
- Demonstrate a continued commitment to the University of Missouri through full participation in Advisory Board activities.

Certified in Online Teaching  
Certified in Google Analytics

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### Downtown Community Improvement District (CID) 2014 -2018 EXECUTIVE DIRECTOR

- Lead 15-member Board of Directors and several committees for implementation of strategic plan to support downtown business and residential community.
- Pursue collaborative efforts and build coalitions with community organization, public agencies, political leaders, individual constituents and others in order to pursue CID goals.

- Provide services to improve the customer experience within The District. Implement marketing and branding program, including a website, social media campaign, signature events and strategic media buys to drive traffic and awareness of downtown businesses.

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## **Missouri REALTORS®, Columbia, MO 2013 - 2014**

### **VICE PRESIDENT, MARKETING & COMMUNICATIONS**

- Provide strategic guidance and implementation of marketing and communications plan for state association representing over 18,000 Missouri REALTORS®.
- Guide and manage team of marketing professionals, including areas of video production, digital engagement, graphic design, website programming, meeting planning and alternative revenue generation. Create and oversee departmental budget.
- Partner with other departments to ensure full integration of association staff and resources to implement mission and vision statement for organization.
- Write press releases and coordinate media coverage for Missouri REALTORS®.

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## **General Growth Properties, Columbia, MD 2005 - 2013**

### **SENIOR GENERAL MANAGER**

- Responsible for 2.5M square feet of retail shopping center space, including over 250 retailers. Oversee annual revenue stream of approximately \$55M and operating expense budget of \$16M.
- Prepare long term strategic and tactical plans for shopping center to drive results. Facilitate the strategic planning process for other mall teams.
- Achieve financial and occupancy goals for the properties. Guide mall team and control expenses, approve disbursements and maximize income for each property. Oversee and analyze financial reports, including information on property forecasted NOI, leasing statistics, occupancy and sales.
- Participate in the strategic leasing efforts for the center, leasing to temporary and permanent tenants and partnering with national leasing representatives.
- Manage the shopping center facility. Duties include administering leases and REA's, maintaining high common area standards and managing accounts receivables. Direct operations team to ensure that common area maintenance, repairs and capital projects are completed in accordance with Clean, Safe, Secure guidelines. Oversee shopping center personnel.
- Communicate and build relationships with retailers and local officials, including county executives, police and fire departments. Engage with the local community by being involved with groups, such as the Chamber of Commerce and Rotary.
- Serve as a media spokesperson for the property.

The Mall in Columbia, 2008 - 2013  
Owings Mills Mall, 2011 - 2013  
Columbia and Capital Malls, 2005 - 2008

## **OTHER POSITIONS HELD WITHIN GENERAL GROWTH PROPERTIES**

**Group Vice President Marketing**, Columbia, MO 2003 - 2005

**Group Marketing Manager**, Columbia, MO 2002 - 2003

**Marketing Director**, Columbia Mall, Columbia, MO 2000 - 2002

**Buyer**, Famous Barr Department Stores, Saint Louis, MO 1996 - 2000

# INTERESTS AND ACCOMPLISHMENTS

## **City of Columbia**

- Columbia Bicentennial Park Planning Committee (2018 - 2020)
- Pedestrian Safety Task Force Member (2015 - 2016)

## **University of Missouri**

- Trulaske Teaching Excellence Council (2019 - present)
- Trulaske Collaboration Council (2019 - present)
- Marketing Advisory Board (2004 - 2011, 2015 - 2018)
- Recent Alumni Achievement Award (2007)

## **Columbia Metro Rotary**

- Fundraising Chair (2018 - present)
- Membership Co-chair (2016 - 2017)
- Speaker Co-chair (2015 - 2016)
- Served on Membership and Speaker Committees

## **Columbia Patuxent Rotary**

- Rotarian of the Year (2012)
- Secretary (2009 - 2010) Community Service Chair (2010 - 2013)

## **Howard County Chamber of Commerce - Maryland**

- Member (2008 - 2013)

## **Columbia Chamber of Commerce - Missouri**

- Chamber Board of Directors, EPIC liaison (2007 - 2008, 2016 - 2018)
- Leadership Columbia Graduate (2006)

## **Leadership Howard County**

- Leadership Howard County Graduate (2012)

## **United Way of Central Maryland**

- Howard County Leadership Board (2011 - 2013)

## **CERN (Community Emergency Response Network)**

- Member (2010 - 2013)

## **Certified Tourism Ambassador**

- Member (2014 - 2018)

## **Missouri Main Street Association**

- Member (2014 - 2018)

## **International Downtown Association**

- Member (2014 - 2018)

## **International Council of Shopping Centers**

- Member (2001 - 2018)
- CSM and CMD Designations

**"40 Under 40" Award** – Columbia Business Times (2007)

**"40 Under 40" Award** – Maryland Business Monthly (2012)

REFERENCES AVAILABLE UPON REQUEST