



## **Leisa Barger**

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# LEISA BARGER

CHIEF MARKETING OFFICER

## **PROFESSIONAL BACKGROUND**

Leisa Barger is Chief Marketing Officer for Weitzman. In this position, Barger directs Weitzman statewide marketing team, as well as senior communications and research staff. She directs marketing, branding, advertising, public relations, corporate relations, internal and external communications, digital marketing, web development, budgeting, outside resources and marketing staff across all offices for Weitzman, which operates with offices in Austin, Houston and San Antonio, in addition to Dallas/Fort Worth.

Barger, a marketing, branding and communications executive with more than 30 years of retail and commercial real estate experience, began her marketing career in 1984 and has worked for leading local, regional and national retail-focused companies. Her experience also includes marketing for retail shopping centers, including direct branding, website development, advertising, social media, onsite events and external resources for shopping center assets.

## **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.