



Lisa Streidl serves as senior vice president for The Zall Company and has 19 years of leadership and expertise in managing retail identity and marketing. Based in the Dallas office, she also is vice president of branding and marketing at Pacific Realty Services (PRS), and collaborates with marketing, public relations and architectural firms in the U.S. and China to guide presence and growth in those markets for joint ventures of The Zall Company and PRS.



Lisa Streidl

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Her focus includes development of company and individual project identity, marketing collaterals and overseeing social media and PR campaigns. She brings to The Zall Company retailers Kendra Scott, Le Creuset and The Aftershock Group, and landlord Walton Street Capital. Her past clients included developers Victory Park of Dallas and Las Vegas-based Tivoli Village, and tenants Sur La Table and Seattle's Best Coffee.

Prior to The Zall Company and PRS, Ms. Streidl held management positions at Cushman & Wakefield, Blatteis and Schnur, Inc., and Wahl and Associates.

PAST/PRESENT CLIENT RELATIONSHIPS

Landlords/Developers

Walton Street Capital; Victory Park, Dallas, TX; and Tivoli Village, Las Vegas, NV

Tenants

Kendra Scott, Le Creuset, The Aftershock Group, California Closets, Sur La Table, Seattle's Best Coffee, Lather, GAP, Chico's, Lucky Brand Dungarees, Bruegger's Bagels, and This Little Piggy Wears Cotton

HISTORY

2011–present, The Zall Company, Denver, CO

2011–present, Pacific Realty Services (PRS), Dallas, TX

Urban Partners, Dallas, TX, and New York, NY

Blatteis & Schnur, Inc., Seattle, WA, and Dallas, TX

LICENSES

Real Estate Salesperson, Texas

AFFILIATIONS

International Council of Shopping Centers (ICSC)