



# The Meneren Corporation

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**Dana J. Hansen**

**Senior Vice President**

**Retail and Commercial Development**

## **BACKGROUND SUMMARY**

- Top-Tier development company executive with 25 year proven track record of success
- Broad experience with mixed-use developments and the full spectrum of “power center” and “luxury” retail markets, including 10 years of “super regional mall” leasing
- Track record of successful ground up developments, re-positionings, expansions, and renovations, including “Greenfield” projects, in competitive markets
- Unique ground breaking experience with “Lifestyle Center” retail projects
- Strong strategic forecasting, tenant merchandising, project planning and retail leasing skills
- Skilled negotiator and prolific dealmaker with millions of SF of leases at 95% occupancy levels
- Bi-lingual, with international shopping center and mixed-use project experience

## **PROFESSIONAL EXPERIENCE**

**THE MENEREN CORPORATION, Denver, Colorado, February 2008-Present** (see [www.meneren.com](http://www.meneren.com))

**Senior Vice President Retail and Commercial Development**

Primary responsibility for all of the retail, commercial and hospitality components of the corporation’s development projects and programs, including public-private partnerships and transit oriented developments.

**TRADEMARK PROPERTY COMPANY, Ft. Worth, TX, May 2005-Feb 2008**

**Partner/Exec VP Leasing**

Directed or coordinated all leasing functions for 8 major projects, ranging from 1.2 million SF of mixed-use, to urban renewal on 6 acres, comprising over 2 million square feet of retail. Hired and/or trained 9 people and managed the leasing efforts of an additional 20 outside consultants on projects from Nashville TN to Beaver Creek, CO. Successfully completed over 80 project related leases while a partner at Trademark; four retail projects begun, one existing project is upgrading to luxury.

**POAG and McEWEN LIFESTYLE CENTERS, Memphis, TN, May 1997 to May 2005**

**Partner/Senior VP Leasing**

Partnered with Terry McEwen in leasing some of the industry’s premiere Lifestyle Centers and helped craft 8 of the initial projects in this sector; maintained overall occupancy at over 90%. Participated in every phase of pre-development and pre-leasing these projects, in harmony with site strategies. While at P&M, personally introduced multiple retailers to the Lifestyle and Open-Air retailing formats.

**URBAN RETAIL PROPERTIES, Chicago, IL, 1993-1997**

**Senior VP of Leasing**

Managed all leasing functions for several million SF of regional malls in and around Chicago and suburbs. This included mall expansions, enclosures, re-merchandising, and repositioning. Headed consulting services to King Faisal Foundation for the *Al-Faisaliah Center* in Riyadh, Kingdom of Saudi Arabia.

**JVJ, Cleveland, OH (later renamed the Jacobs Group), 1988-1993**

**Leasing Representative**

Responsible for leasing functions for regional malls, expansions, renovations and upgrades in tenant mix and amenities. Brought mall occupancy levels to 95% in nearly every project managed.

## **Other:**

- MOB in Organizational Development (Brigham Young University-1983). Graduated Cum Laude.
- Frequent speaker for community and professional groups (i.e. ICSC) about Lifestyle retail projects, trends and challenges; fluent in Japanese
- Active in church and community affairs; founded the *Family Time Foundation* in Denver with grants from the Anshutz Foundation