

In Business Las Vegas February 26 – March 4, 2010

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Wendy Albert

Age: 39

Current job: Senior director of marketing,
Miracle Mile Shops



Education: The Evergreen State College (Olympia, Wash.), bachelor's degree in liberal arts with emphasis on marketing and business

About Wendy Albert: When Wendy Albert made her initial foray into the shopping center industry as a student intern nearly 20 years ago, she was surprised to discover that the typical mainstream American mall usually houses a marketing department. She's learned a thing or two since then, having been an integral component of the marketing divisions of nine different shopping centers on the West Coast and having also held a regional position where she was responsible for oversight of 10 malls. Since 2001, Albert has been a key player in

marketing the Miracle Mile Shops at Planet Hollywood, and currently holds the position of senior director of marketing, responsible for advertising, public relations, consumer outreach and promotions. Among her notable accomplishments, Albert was instrumental in the successful 2007 transition of the former Desert Passage venue into the Miracle Mile Shops, which draws some 60,000 visitors each day. "We were open the whole time during construction – we had to direct people around barricades—but the stores continued to do great business," said Albert, who supports various local and national non-profits and has been involved with Boys & Girls Club since 2002. "The thing I like the best is when we do events and we get to interact with the kids directly."

The most important issue

facing the valley: Unemployment and education. Obviously, the unemployment rate being so high has affected the foreclosure rate and consumer confidence and everything in the community. And the budget cuts taking place in education are making a big impact on the next generation.

My mentor and why: My parents definitely. They encouraged me, supported me, exposed me to education, culture and travel, and provided me every opportunity that made me who I am today. Professionally, a gentleman named Bob Sorensen. He worked for Trizec, a shopping center developer, and I started in the industry with him when I was 21. He was visionary and his knowledge of the shopping center industry was unmatched.

Favorite Web site: www.dailycandy.com

Hobbies: Shopping, obviously, and I love traveling, seeing shows, going to museums and spending time with family and friends.

Fantasy job: Food critic, hands down.

One-word description of self: Collaborate