

# KRISTEN ESPOSITO



Kristen Esposito is Principal at Esposito Global Partners, a consulting firm specializing in brand marketing and strategy for the retail, shopping and tourism industry. Renowned both nationally and internationally as a global brand marketer Ms. Esposito held senior leadership positions at the world's largest department store, Macy's, and the world's largest shopping mall operator, Simon Property Group.

As Vice President of Global Tourism for Simon Property Group, which includes Simon Malls, Mills and Premium Outlets, she led the conceptualization and execution of Simon's global tourism initiatives, including its brand strategy, marketing, innovation and communication components. Through these initiatives, Ms. Esposito drove a 40 percent increase in year one and sustained high level growth each year, driving travelers to over one hundred Simon Shopping Destinations in the U.S., Canada, Mexico, and over thirteen international markets.

Ms. Esposito joined Simon Property Group in 2016 following a distinguished 18-year career at Macy's which culminated in her role as Vice President of Tourism Marketing and Development. She led a team of nearly 60 people responsible for marketing Macy's as a premiere travel destination to international and domestic visitors.

Prior to overseeing tourism marketing at Macy's, Ms. Esposito led the Cause Marketing department where she created strategic charitable marketing partnerships including the American Heart Association's Go Red for Women Campaign, Thanks for Sharing holiday program and the annual Shop For a Cause charity shopping day. Under her direction, these programs have raised over \$100 million dollars for non-profit organizations and are still an integral part of the Macy's culture.

Additionally, Ms. Esposito was asked to serve in high level industry leadership positions as a strategic advisor for the tourism industry. These included: Co-Chair and Chair for Visit California International Committee, Co-Chair and Chair of U.S. Travel's National Council of Attractions and Experiences, U.S. Travel's Chairman's Circle Board as well as advisory board member for Shop America Alliances. In 2016 she was named as one of the most influential people in the tourism industry by North America Journey.

She is a graduate of Syracuse University and currently resides in New York City.