



Cheri Morris is the President and owner of Morris & Fellows. Since taking her first job in in mall marketing while still in college, Cheri has used her experience and instincts to shift the retail environment from simply what works for the investment marketplace to include what works for the customer.

Morris & Fellows began in 1980 as consultants for developers, working with many clients who had projects that were out of the norm, e.g. mixed-use properties, downtown walking districts, resort retail, adaptive re-use of historic buildings, high-end specialty centers and other complex retail. Her firm then shifted from traditional marketing to marketing-based development strategy, where she helped clients make sure that what they built had strong market appeal while avoiding functional mistakes that can come with innovation. At the same time, having built a reputation for downtown retail and walking districts, she began being called upon by cities to represent the retail perspective in their urban planning. As a result, Morris ended up in a unique position of understanding both the cities' and the private developers' perspective, and she began to develop city centers on her own behalf, forming partnerships with firms that develop hotel, residential or office buildings while she sets the project vision and develops the retail district.

Cheri currently serves as lead developer for projects that are in public private partnerships with a host city. She works directly with the city to determine how to make the city's wishes a reality with the available land, resources and market conditions. She then reaches out to bring the right private partner team together based on the product mix, whether hotel, office or residential. From that point, she coordinates planning and design so the various components come together as an authentic piece of the downtown fabric.