



## **Rebecca Strom**

**Senior Director of Retail Asset  
Management - West Region  
Hines**

In her new role at Hines as Senior Director, Retail Asset Management, West Region, Ms. Strom will be responsible for the management of retail development and redevelopment projects within the region. Ms. Strom has over 18 years of retail real estate experience in a variety of different disciplines. Prior to Hines, Ms. Strom was the VP of Asset Management for Macerich where she oversaw asset management for the company's western retail portfolio, consisting of some of their highest-performing shopping centers. Additionally, she managed the joint venture relationships within Macerich's West Region, and was responsible for their development underwriting, including such high-profile projects as the luxury expansion and mixed-use redevelopment of Scottsdale Fashion Square and the redevelopment of Broadway Plaza.