



Tina Kisela, SCSM, SCMD
CREW Lehigh Valley – 2011-2012 President

What CREW has done for me?

The CREW Programs hosted throughout the Lehigh Valley region have given me behind-the-scenes access to some of the area's finest commercial buildings and industry best practices. The networking and leadership opportunities imbedded in the organization provide relevant interactions with diverse real estate professionals which have often opened the door to beneficial business relationships.

Profession

General Manager, The Promenade Shops at Saucon Valley since it opened in 2006.

Gently nestled at the base of a mountain in a resort-like setting, this outdoor lifestyle center is located off I-78 between Allentown & Bethlehem. It is comprised of 475,000 square feet of retail and restaurant space in eight buildings. Over sixty stores and 15 restaurants are integrated along The Promenade's Main Street, including L.L.Bean, Rave Movie Theatre, Old Navy, Barnes & Noble, and The Fresh Market.

Honors/Awards

MAXI and MERIT awards for excellence in marketing from the International Association of Shopping Centers (ICSC)
Accredited Senior Certified Shopping Center Manager (ICSC)
Accredited Senior Certified Marketing Director (ICSC)
2011 SUITS Award Honoree – Commercial Real Estate category

Education

BA - Business Administration and Accounting
Muhlenberg College, Allentown, PA

Community Service

Student Mentor, Global Village, Iaccoca Institute, Lehigh University
Faculty Member, ICSC School for Professional Development
Board of Associates, Executive Committee, Muhlenberg College

Hobbies/Passions

Gardening, reading, art, theatre, walking, biking, cooking, and relaxing at the New Jersey seashore.