

# When performance matters, marketing must drive value.

Senior-level strategy and execution for owners, developers, and operators navigating complex assets, repositioning, and growth.

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## WHERE PROJECTS FALL SHORT

Strategy, leasing, and marketing built in isolation.

**No clear market position** before leasing or outreach begins

**Brand, leasing, and demand generation** developed in silos

**Marketing activity** without a defined revenue strategy

**Digital channels** launched without a system to sustain them

**Storytelling** treated as secondary rather than strategic

## WHAT IT COSTS

Assets that never fully realize their potential.

Slower leasing velocity and extended stabilization timelines

Weaker differentiation in competitive markets

Missed revenue across partnerships and programming

Inefficient spend with limited measurable return

Performance gaps that compound over time

## THE LHSA APPROACH

Operating as an extension of ownership: aligning brand, leasing, and execution from day one.

01

Align brand, leasing, and experience from day one

02

Build systems that drive occupancy, traffic, and NOI

03

Position for tenants, consumers, and investors

04

Connect activation and partnerships to revenue

05

Lead with accountability, not activity

20+

YEARS OF MARKETING EXPERIENCE —  
15 IN CRE

\$1B+

ASSETS  
POSITIONED

\$950K+

ANNUAL SPONSORSHIP  
REVENUE

#1

MARKET POSITION  
CONCERT VENUE

“She doesn’t operate like a marketing lead.  
She aligns ownership, leasing, and execution in a way that directly impacts asset performance. *That’s rare.*”

Charles Ferguson · Senior Vice President, ScanlanKemperBard

We don’t market properties. We grow portfolios.

GROWTH.ENGINEERED.

WHERE LHSA CREATES VALUE — THE DEVELOPMENT LIFECYCLE



*LHSA enters at the point where value is defined — and stays accountable through every phase.*

WHO WE PARTNER WITH	CORE ENGAGEMENTS	PROVEN RESULTS
<p><b>Developers and ownership groups</b> shaping new or repositioned assets</p> <p><b>Investment platforms</b> seeking stronger go-to-market alignment</p> <p><b>Mixed-use and destination assets</b> requiring differentiation</p> <p><b>Teams navigating redevelopment, lease-up, or transformation</b></p>	<p>Brand &amp; positioning strategy</p> <p>Ground-up development marketing</p> <p>Asset repositioning</p> <p>Leasing &amp; go-to-market alignment</p> <p>Placemaking &amp; activation strategy</p> <p>Partnerships &amp; sponsorship revenue</p> <p>Marketing team &amp; agency structure</p> <p>Digital ecosystem &amp; performance strategy</p>	<p>Office occupancy <b>40% → 85%</b></p> <p>Retail occupancy <b>+21%</b></p> <p>Restaurant sales <b>+15–30% YoY</b></p> <p>Marketing spend <b>Reduced 40%, occupancy +20%</b></p> <p>Sponsorship revenue <b>+37% year-over-year</b></p>

**HOW WE WORK**

**Fractional CMO**  
Embedded C-level leadership — strategy, teams, and performance without full-time overhead.

**Strategic Retainer**  
Ongoing counsel for positioning, planning, and key ownership decisions.

**Project-Based**  
Defined scopes for repositioning, launch, or growth initiatives.

**RECOMMENDED STARTING POINT**

**Strategic assessment or fractional CMO engagement.**

*Most engagements begin with a strategic retainer to establish clarity, speed, and ownership-level alignment from day one.*

# Leslie Himley

Founder & Fractional CMO · LH Strategic Advisory

Strategic advisor to developers and owners, aligning brand, leasing, and execution to drive performance across complex real estate environments. 20+ years leading positioning and go-to-market strategy. 15 years in commercial real estate. Her work spans \$1B+ in real estate, tying strategy to leasing velocity, occupancy, and long-term asset value.

**CMO-level leadership** without full-time overhead

**Unified strategy** — brand, leasing, and experience aligned

**Outcome accountability** not marketing activity

**Trusted partner** to ownership groups and executive teams

## Let's align your asset for performance.