



Carla Snyder

Vice President, Marketing Services, Retail

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As Vice President of Marketing Services for Madison Marquette, Carla Snyder is responsible for developing and implementing strategic marketing plans that facilitate business growth and deliver results. She focuses on corporate and center-specific marketing for retail and mixed-use real estate and provides marketing support to the national leasing team.

With nearly two decades of experience in marketing, she joined Madison Marquette in 2012 to oversee marketing efforts at various owned and third-party managed properties. In 2017, she became Regional Marketing Director overseeing property marketing strategies for all Northeast properties and providing marketing support for the internal leasing team with market research, planning and executing ICSC events, collateral development and B:B marketing initiatives. Carla collaborated on the creation and implementation of marketing strategies to support corporate and new business initiatives.

Prior to joining Madison Marquette, Carla worked for Jager Management, overseeing marketing for four regional shopping malls. Previously, she established her career in marketing and event production at a music event planning company where she gained valuable experience executing marketing campaigns and large scale events such as The Macy's Great American Marching Band and Music City's Next Rising Star during the CMA FanFest in Nashville.

Carla earned a B.A. in Communications at Millersville University. She is a member of International Council Shopping Center (ICSC).