



## Rocell “Rocky” Viniard

Vice President - Marketing, Retail Services

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Rocky Viniard joined Madison Marquette in 2021 as Vice President-Marketing, Retail Services. She brings nearly 30 years of retail real estate experience to her role where she will oversee all field marketing strategy for the portfolio.

Most recently, Rocky spent several years with Brookfield Properties where she led a team that was responsible for field marketing including national programs and experiences as well as decor procurement for over 150 properties across the country. During this time, she won numerous marketing excellence awards for events and promotions through ICSC.

Rocky’s aptitude for strategy and her results orientation have made her invaluable in the real estate industry. She has worked with numerous developers overseeing mixed-use developments, lifestyle/specialty centers, multi-use urban projects and super regional shopping centers including high fashion. Rocky is effective in creating efficiencies and developing creative solutions to maximize value of the retail assets.