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ViaWest Group Expands Retail With New Hire of Heather Personne

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 November 2, 2015  [Leave a comment](#)  [News](#)  [By Sarah Stecko](#)

ViaWest Group is pleased to announce the formation of ViaWest Retail and appointment of Heather Personne, as President, to lead this new business. ViaWest continues to expand its strong team by adding recognized industry leaders with proven track records in specific property types to supplement its growing real estate investment, asset management and development capabilities. ViaWest Retail has a mandate to capitalize on the rapidly evolving retail landscape through value-add acquisitions and build-to-suit developments.

Heather Personne, previously of Evergreen Development Company, has a track record of success in retail acquisitions, leasing, fee-for-service programs and build-to-suit development. Her development experience includes neighborhood shopping centers, as well as negotiation for regional and national retail tenants. During her 20-year tenure with Evergreen, Heather developed and managed nearly 100 properties, totaling 2.5 million square feet of retail, as well as land development, comprising over \$650 million in value.



Heather graduated Summa Cum Laude with a Bachelor of Arts in Psychology and French from the University of Arizona Honors College. She is heavily involved in the leadership of the Arizona chapter of Urban Land Institute as Membership Chair and founding board member of the ULI Arizona Women's Leadership Initiative. She also sits on the national ULI Commercial Retail Product Council.

As the real estate marketplace evolves, and technology continues to impact how businesses and consumers interface with and utilize real estate, ViaWest is embracing this change by recruiting domain experts across property types. By adding this retail capability, ViaWest can continue to identify and capitalize on attractive real estate investment and development opportunities across the Southwestern region.

"We are excited to bring someone with Heather's background and experience into our team and are looking forward to the additional insight and prospective growth she will add," states Gary Linhart, Founding Member of ViaWest Group. "ViaWest has set a strong pace to expand with an emphasis on hiring the right people with the right talents to ensure we are not only broadening our portfolio, but also complementing our existing team and adding a level of quality that only comes from motivated, knowledgeable and experienced people."