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## **Sullivan joins South Shore Plaza as director of marketing and business development**

April 26, 2024 - Retail



Amy Sullivan

Braintree, MA Simon Property Group's South Shore Plaza has hired Amy Sullivan to the role of director of marketing and business development.

Sullivan joined Simon Property Group in January 2024, bringing with her nearly 30 years of marketing and TV news experience. Sullivan began her career in Wareham, Mass. working in brand management for Chatham Village Foods before transitioning to director of marketing at Cape Cod Potato Chips. Later, she assumed a leadership role at WCVB-TV as the director of client development.

Sullivan previously worked at WFXT Boston 25 News as director of strategic partnerships and executive producer. She developed customized advertising programs for Boston 25's largest accounts, produced over 400 segments showcasing a variety of companies, and coordinated live Zip Trips featuring local communities in Massachusetts.

"I am excited to begin this new chapter of my marketing career at Simon Property Group's South Shore Plaza," said Sullivan. "With a passion for driving consumer engagement, I look forward to collaborating with the retailers of South Shore Plaza to create memorable experiences for our guests and their families, while driving sustainable growth for the center."

In Sullivan's new role as director of marketing and business development, she will be responsible for overseeing marketing initiatives and driving business development efforts at South Shore Plaza. Sullivan's experience and innovative approach will play a key role in enhancing South Shore Plaza's presence and fostering new relationships within the Braintree community.

"Amy is a transformative business leader and marketing executive, making her the ideal candidate to lead South Shore Plaza's marketing and business development efforts," said Allen Smith, general manager of South Shore Plaza. "We are confident that her leadership will solidify South Shore Plaza as a premier destination for shopping, dining, and entertainment."

A native of Milton, Mass., Sullivan is a graduate of UMass Amherst and holds a Bachelor of Business Administration from the Isenberg School of Management.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540