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## **Porobic Wicker and Dalis promoted at Simon's Burlington Mall as new general manager and director of marketing & business development**

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Melisa Porobic Wicker

Lauren Dalis

Burlington, MA Simon's Burlington Mall has promoted two Simon employees. Melisa Porobic Wicker has been named general manager at Burlington Mall, and Lauren Dalis is the new director of marketing and business development.

Porobic Wicker has decades of experience in retail, and joined Simon 2.5 years ago as the general manager of Coral Square Mall in Coral Springs, FL. During her time in Florida, she is credited with developing strong relationships with leasing, retailers, and municipal partners. Porobic Wicker is also a recent graduate of Simon's Advanced Management Program.

"I am honored to begin this new chapter at Burlington Mall. This is a powerhouse center, well-known across New England and beyond," said Porobic Wicker. "I look forward to building on this legacy and collaborating with our incredible team to continue to elevate the shopping experience for all our visitors."

In addition to being a life-long Burlington Mall shopper, Dalis began her career with Simon as a Northeastern University co-op student in 2005, working for the Marketing Department. She started her full-time career as a marketing assistant while finishing her senior year in college. Dalis' roles with Simon have included marketing positions at Square One Mall, Arsenal Mall (now Arsenal Yards), Liberty Tree Mall, and most recently Northshore Mall, which Dalis has called "home" for the past 12 years.

“I am beyond excited to partner with the top-tier retailers and restaurants at Burlington Mall, as well as with the surrounding neighborhoods to drive business and engagement,” said Dalis. “Together with our new general manger, I am enthusiastic about not only enhancing the shopping experience for our customers, but also fostering a vibrant community atmosphere.”

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