

When performance matters, marketing must drive value.

Senior-level strategy and execution for owners, developers, and operators navigating complex assets, repositioning, and growth.

Leslie Himley
FOUNDER & FRACTIONAL CMO



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WHERE PROJECTS FALL SHORT

Strategy, leasing, and marketing built in isolation.

- No clear market position before leasing or outreach begins
- Brand, leasing, and demand generation developed in silos
- Marketing activity without a defined revenue strategy
- Digital channels launched without a system to sustain them
- Storytelling treated as secondary rather than strategic

WHAT IT COSTS

Assets that never fully realize their potential.

- Slower leasing velocity and extended stabilization timelines
- Weaker differentiation in competitive markets
- Missed revenue across partnerships and programming
- Inefficient spend with limited measurable return
- Performance gaps that compound over time

THE LHSA APPROACH

Operating as an extension of ownership — aligning brand, leasing, and execution from day one.

01

Align brand, leasing, and experience from day one

02

Build systems that drive occupancy, traffic, and NOI

03

Position for tenants, consumers, and investors

04

Connect activation and partnerships to revenue

05

Lead with accountability, not activity

20+

YEARS OF EXPERIENCE

\$1B+

ASSETS POSITIONED

\$950K+

ANNUAL SPONSORSHIP REVENUE

#1

MARKET POSITION CONCERT VENUE

|| She doesn't operate like a marketing lead. She aligns ownership, leasing, and execution in a way that directly impacts asset performance. *That's rare.*

CHARLES FERGUSON · SENIOR VICE PRESIDENT, SCANLAN KEMPER BARD

WHERE LHSA CREATES VALUE — THE DEVELOPMENT LIFECYCLE



LHSA enters at the point where value is defined — and stays accountable through every phase.

WHO WE PARTNER WITH

Developers and ownership groups shaping new or repositioned assets

Investment platforms seeking stronger go-to-market alignment

Mixed-use and destination assets requiring differentiation

Teams navigating redevelopment, lease-up, or transformation

CORE ENGAGEMENTS

Brand & positioning strategy

Ground-up development marketing

Asset repositioning

Leasing & go-to-market alignment

Placemaking & activation strategy

Partnerships & sponsorship revenue

Marketing team & agency structure

Digital ecosystem & performance strategy

PROVEN RESULTS

Office occupancy
40% → 85%

Retail occupancy
+21%

Restaurant sales
+15–30% YoY

Marketing spend
Reduced 40%, occupancy +20%

Sponsorship revenue
+37% year-over-year

HOW WE WORK

Fractional CMO

Embedded C-level leadership — strategy, teams, and performance without full-time overhead.

Strategic Retainer

Ongoing counsel for positioning, planning, and key ownership decisions.

Project-Based

Defined scopes for repositioning, launch, or growth initiatives.

RECOMMENDED STARTING POINT

Strategic assessment or fractional CMO engagement.

Most engagements begin with a strategic retainer to establish clarity, speed, and ownership-level alignment from day one.

Leslie Himley

FOUNDER & FRACTIONAL CMO • LH STRATEGIC ADVISORY

Strategic advisor to developers and owners, aligning brand, leasing, and execution to drive performance across complex real estate environments. 20+ years leading positioning and go-to-market strategy. Her work spans \$1B+ in real estate, tying strategy to leasing velocity, occupancy, and long-term asset value.

- CMO-level leadership without full-time overhead
- Unified strategy — brand, leasing, and experience aligned
- **Outcome accountability**, not marketing activity
- Trusted partner to ownership groups and executive teams