



For More Information:

Haley Sheram
BRAVE Public Relations
404.233.3993
hsheram@emailbrave.com

**Concord Mills names Sarah Berthold as new director
of marketing and business development**

CHARLOTTE (April 26, 2018) – Simon, a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations, has named Charlotte native **Sarah Berthold** as the new director of marketing and business development at **Concord Mills**. The center is North Carolina's largest family-friendly destination for shopping and entertainment and features over 200 brands, including Michael Kors Outlet, H&M, Banana Republic Factory Store, Coach, LEGO Brand Retail Store and the only Bass Pro Shops Outdoor World in the state.

In her new role, Berthold will be responsible for the center's overall strategic marketing direction, including advertising, tourism marketing, retailer promotions, public relations and the execution of community events. Her efforts will include a focus on driving families and shoppers to enjoy the shopping, dining and entertainment options Concord Mills offers.

Berthold brings over ten years of Simon experience to Concord Mills, having previously served as the director of marketing and business development for Cordova Mall and Coconut Point – both located in Florida. She has also earned experience by serving as an interim director of marketing and business development for various Simon Mills centers. She began her career with Simon at Concord Mills as the assistant manager of mall marketing.

A University of North Carolina at Charlotte graduate, Berthold received her B.S. in business administration with a focus in marketing. She also holds a minor in public relations.

About Concord Mills

As the largest outlet and value retail shopping destination in North Carolina, Concord Mills brings together more than 200 stores, plus great dining and family entertainment options. Popular retailers include Banana Republic Factory Store, Coach, LEGO Brand Retail Store, Michael Kors Outlet and the only Bass Pro Shops Outdoor World in the state. Shoppers can also discover quality dining and entertainment at AMC 24 Theatres, Dave & Buster's and The SPEEDPARK. Further enhancing its unparalleled shopping experience, Concord Mills is home to Sea Life Charlotte-Concord, a 26,000-square-foot indoor aquarium featuring more than 5,000 sea creatures and more than 20 spectacular displays of diverse marine life.

Concord Mills is located 10 miles north of uptown Charlotte, at exit 49 off of Interstate 85. Regular hours are 10 a.m. – 9 p.m. Monday through Saturday and 12 p.m. – 7 p.m. on Sunday. For more information on Concord Mills, please call (704) 979-3000 or visit www.concordmills.com. Like Concord Mills on Facebook (www.facebook.com/ConcordMills) and follow us on Twitter [@ConcordMillsNC](https://twitter.com/ConcordMillsNC) and on Instagram [@ConcordMillsNC](https://www.instagram.com/ConcordMillsNC).

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