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**North Georgia Premium Outlets names Randall Jackson director of marketing and business development**

**Dawsonville, Ga. (February X, 2018) –** Simon, a global leader in premier shopping, dining and entertainment destinations, has named Randall Jackson director of marketing and business development at North Georgia Premium Outlets, Dawsonville’s premier shopping destination with savings up to 65 percent off every day.

In his new role, Jackson will drive the overall strategic marketing direction of the shopping center, including advertising, public relations, tourism marketing, retailer promotion and the execution of the center’s events. He also plans to further enhance the shopping experience by developing promotional programs for tourism groups, overseeing the gift card program and conceptualizing onsite activities to celebrate the center as well as the Dawsonville community.

Jackson has been with Simon Property Group for over nine years, beginning his career at Lebanon Outlet Marketplace before transitioning to Opry Mills. He was later promoted to the Director of Marketing and Business Development for Miller Hill Mall, where he worked most recently before transitioning to North Georgia Premium Outlets. Throughout his time with Simon, Jackson has surpassed multiple company goals, elevating the shopping experience at each of his centers. He looks forward to applying his extensive marketing expertise to his new role at North Georgia Premium Outlets.

A graduate of Western Governor's University, Jackson holds a bachelor’s degree in marketing management.

**North Georgia Premium Outlets**
North Georgia Premium Outlets is a leader in the most sought-after outlet retail located north of Atlanta in Dawsonville, Ga. The over 481,000 square-foot outlet shopping center features enormous savings up to 65 percent off every day at 140 stores including Ann Taylor, Burberry, Cole Haan, Gap Outlet, J. Crew, Kate Spade New York, Nike Factory Store, The North Face, Pottery Barn Outlet, Restoration Hardware, Saks Fifth Avenue OFF 5TH, The North Face, UGG Australia, Vera Bradley, Vince Camuto, Williams-Sonoma and more. For a map and store listings, as well as directions, events and tourism resources, visit [www.premiumoutlets.com/NorthGeorgia](file:///C%3A%5CUsers%5COwner%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CTLVGYO0L%5Cwww.premiumoutlets.com%5CNorthGeorgia).

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