

LENNI MALE

EXECUTIVE VICE PRESIDENT | PARTNER |
DIRECTOR OF REAL ESTATE



Lenora (“Lenni”) Male brings over 25 years of experience in entrepreneurship, leadership, marketing, commercial real estate, business development, retail leasing, sales and acquisitions. Described by her peers as friendly, funny, aggressive, passionate, tough, detail-oriented and solutions-focused.

Lenni’s first foray into the real estate world began in the late 80’s when she became a licensed real estate agent. After a year in residential real estate, she took an opportunity to learn commercial real estate and began working in leasing for **Mid-States Development Corporation**, (*S. Robert Davis organization*).

In 1992, through a mutual acquaintance, Lenni was recommended to join **Glimcher Realty Trust**, a growing REIT. Within a year after she accepted a position, the company went public and expanded rapidly. Lenni’s role was in leasing for the REIT’s regional shopping malls in Ohio, Kentucky and West Virginia. She grew along with the company and was promoted to Regional Leasing Manager and oversaw a team of six leasing representatives. Her leadership resulted in her region consistently exceeding their annual revenue projections; and at one point brought in over \$6 million net proceeds to the Company on a yearly basis.

In 2000 Lenni started her own branding and marketing company **Trends Marketing Ltd** (*initially named idesignmedia*), while raising her children. A number of her clients were from relationships she had formed over the years. Some of her more notable client work included companies such as Cameron Mitchell Restaurants, Easton Town Center, Fyda Freightliner Dealerships (5 locations), and the Central Ohio Restaurant Association.

Lenni jumped back into the world of commercial real estate in 2016, and shortly after the pandemic, was asked to become a partner in new commercial development company, **AZCO Development**. As a Partner, her focus is on playing a role in the overall growth of the company. In working with our tenants on their expansion goals, utilizing their real estate site requirements, she is an expert in finding sites that are the optimal fit. She uses our strategic methods to assist with their locational growth strategy. In addition to site location and analysis, she also oversees land acquisitions, handles letters of intent, purchase agreement negotiations, and works on the due diligence process, including forming relationships with local government agencies, working with them through their process for approvals.

Her years of professional related experience in sales, marketing, leasing, business development, tenant relationships, and commercial development makes this a natural fit. Her entrepreneurial experience as a business owner of a marketing studio, allows us to handle all of our marketing efforts in-house.

AZCO’s headquarters are in Scottsdale, Arizona, with a regional office in Ohio. AZCO is currently developing projects in Ohio, Colorado, and Arizona.