

## Sharon Woods, CRE



Sharon Woods is the founding Principal and CEO of LandUseUSA, and is a certified Counselor of Real Estate (CRE). She has over 25 years of professional experience in market research, location analysis, land use economics, and downtown revitalization. She has also built a new approach to Target Market Analysis that measures the market potential for new housing formats and retailers based on the lifestyle preferences of migrating households.

Sharon's expertise in real estate consulting, downtown reinvestment, and smart land use has led her to projects across the entire United States, and in a wide range of disciplines and roles. Her career includes senior positions at Fortune 500 retail corporations, in the field of market research and analysis. These jobs involved living and working in downtown Minneapolis (Target), downtown Cincinnati (Macy's), and downtown Detroit (General Motors). Those experiences helped fuel Sharon's passion for downtown districts as vibrant places for living, working and playing.

### Accomplishments

- Approval by the State of Michigan to serve as a contractor on TMA projects under the Place-based Planning Program, for completion of TMA studies across most of Michigan.
- Development of a new approach to target market analysis based on the lifestyle preferences of migrating households. Completion of nearly 100 target market analysis studies.
- Delivery of over 100 conference presentations, tutorials, and workshops explaining the target market analysis approach, benefits, and implications for planning and development.
- Real estate counseling on 300+ projects across the nation and in diverse industries that include housing, retail, economic growth, and downtown development.
- Development of over 100 land use strategies for developers across the nation, from Alaska to Puerto Rico.
- Tenure in senior positions while working for Fortune 500 retail corporations in downtown Minneapolis, Cincinnati, and Detroit.
- Development of over 200 location strategies for retailers in nearly every state, from California to Maine.
- Development of national acquisition strategies for retailers throughout the United States and Canada.

### National affiliations

Counselors of Real Estate | CRE  
American Planning Association | APA  
Nat'l. Trust Historic Preservation | NTHP  
Congress for New Urbanism | CNU

### State affiliations

Michigan Assoc. of Planning | MAP  
Michigan Downtown Assoc. | MDA

### Advanced education

Miami University | MU  
Master's Degree | 1990  
Geography | Urban Planning  
Summa Cum Laude

University of Wisconsin | UW  
Bachelor's Degree | 1988  
Geography | Urban Planning

### Continuing education

Form Based Codes Institute | FBC  
National Charrette Institute | NCI  
Master Citizen Planner | MCP

### Fortune 500 retailers

General Motors | Urban Science  
Location Intelligence  
Downtown Detroit | Michigan  
Senior Manager | 2001 – 2002

Sears Holdings | Kmart Corporation  
Real Estate Market Strategies  
The City of Troy | Michigan  
Director | 2001 – 2002

Macy's, Inc. | Federated Dept. Stores  
Market Research and Analysis  
Downtown Cincinnati | Ohio  
Senior Manager | 1993 – 2000

Target Corporation | Dayton-Hudson  
Area Research, Location Intelligence  
Downtown Minneapolis | Minnesota  
Senior Market Analyst | 1990 – 1993