

Eva Walsh Named EVP of Marketing and Leasing

DALLAS –October 13, 2015– Dallas Market Center today announced Eva Walsh has been named executive vice president of marketing and leasing. In her new position, Walsh will lead the teams and the strategies to both promote Dallas Market Center as a global trade destination and to enhance its portfolio of leading manufacturers exhibiting the latest lifestyle products inside the 5 million square foot, open-daily marketplace.

Walsh now oversees teams responsible for leasing permanent and temporary space across all product categories as well as marketing communications, retail development, travel, and market services.

“We are aligning the sales and marketing initiatives under Eva’s leadership in order to integrate messaging, maximize our brand position, collaborate on new business, and deliver even better resources to the marketplace,” said Cindy Morris, CEO and President of Dallas Market Center. “Eva is an imaginative, passionate executive who has tremendous respect and offers a fresh approach to the business.”

Walsh has worked for Dallas Market Center for a total of 10 years, serving in roles that included temporary and permanent leasing for the apparel industry, as well as retail development and business development.

“What’s important now more than ever is to help create new sales opportunities for our exhibitors, deliver new buyers to market, create an inspiring market experience, and to enhance our reputation as a marketplace with unique and stylish products,” said Eva Walsh, EVP of Marketing and Leasing of Dallas Market Center. “I’m thrilled to lead a tremendous team of imaginative and determined associates focused on these goals.”

For a complete list of events, visit the Dallas Market Center [website](#) or download the [Dallas Market App](#). Also, keep up-to-date on all market information by visiting Dallas Market Center on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

About Dallas Market Center Founded in 1957, Dallas Market Center is the world’s most complete wholesale marketplace. Within its marketplace of more than five million square feet, retailers from around the globe source products ranging from home furnishings, gifts, decorative accessories and lighting to textiles, fashion accessories and men's, western, women's and children's apparel. With more than 50 markets each year attended by more than 200,000 retail buyers from all 50 states and 85 countries, Dallas Market Center offers hundreds of events and seminars geared toward helping retailers expand business and increase profits. The Dallas Market Center website is available at dallasmarketcenter.com.

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