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Susan E. Houck is vice president of marketing for General Growth Properties, Inc. (General Growth), the country's second largest shopping center owner, manager and developer. In this capacity, Houck oversees all marketing efforts, including advertising, public relations, strategic planning, community relations, and travel and tourism marketing, for the company's retail properties in Las Vegas, Nevada, including three of its flagship centers on the Las Vegas Strip: Fashion Show, The Grand Canal Shoppes at The Venetian and The Shoppes at The Palazzo.

Houck enjoyed a 20-year career with The Rouse Company of Columbia, Md. (Rouse), from 1984 to 2004, at which time Rouse was acquired by General Growth. Houck served in a variety of capacities with Rouse, including marketing manager for several retail centers, group marketing manager, regional marketing manager for 20 properties and regional retail marketing manager overseeing 26 properties in 15 states.

During her career, Houck has pioneered a transition in traditional shopping center marketing, branding each property as a tourist destination rather than simply a place to shop. Houck's new way of marketing centers was immediately effective at the local level and included the grand openings of Bayside Marketplace (Miami, FL) and The Jacksonville Landing (Jacksonville, FL) in 1987 and Underground Atlanta (Atlanta, GA) in 1989. Houck has since extended this marketing evolution to regional, national and corporate levels by building strong relationships with key tourism partners such as Las Vegas Visitors and Convention Bureau (LVCVA), Shop America Alliance, Travel Industry Association (TIA) and Jackson Marketing Internacional.

Houck has received a number of awards and citations during her 25 year career in the industry, such as City of Jacksonville, Florida Mayor's Citation (2001), The Rouse Company Chairman's Merit Award (1996), and numerous ICSC MAXI Marketing Merit, Shop America SASI, and General Growth Team awards including 2007 Team of the Year. In addition to awards, Houck was recently named a 2008 Woman to Watch by In Business Las Vegas for her visionary approach to accomplishment.

A graduate of Clemson University in Clemson, South Carolina, Houck earned a bachelor of science degree in Parks and Recreation Management. An active member of ICSC, Houck is a Senior Certified Marketing Director (SCMD) and has been a featured speaker, teacher and panelist for a number of ICSC-sponsored seminars and events. Currently, Houck serves on the TIA Board of Directors.

Houck's favorite pastime is spending time with her niece and two nephews. Houck loves the outdoors – anywhere, anytime – most of all, hiking in the Grand Canyon and boating with good friends. Houck's personal mantra is "I believe in fate, fortune cookies and friends."