

## **Robert L. Ward**

Robert L. Ward is currently a Principal with Westcor Development Partners. He was President and Chief Executive Officer of Westcor Partners from 1994 until it was sold to The Macerich Company in July 2002. Mr. Ward, who received his Bachelor of Science from the University of California, Berkeley, in 1963, went on to a long and distinguished career in real estate. In fact, he has over thirty-five years of experience in the real estate marketplace. Ten years were spent with Coldwell Bankers in San Francisco and Phoenix, where he moved in 1967.

In 1974, Mr. Ward joined Westcor, founded ten years earlier by Rusty Lyon, a former U.S. Airforce test pilot and developer, whose vision revolutionized the shopping center industry in the Southwest. During his tenure, he has helped oversee a remarkable era of growth and development. During its first decade, Westcor redeveloped Tower Plaza in Phoenix, then built their first regional shopping center, Los Arcos Mall, in the growing marketplace of Scottsdale. Thus, when Westcor earned a permanent place in shopping center history with the development of Metrocenter in 1974—the largest shopping center in the country and the first to contain five competing major department stores—Mr. Ward was present to witness the opening of what became the standard for the industry.

Metrocenter and subsequent developments epitomized Mr. Ward's and Metrocenter's philosophy: creating an exceptional project in an underserved market area, which would serve as a catalyst for growth. Over the years, Mr. Ward helped develop a corporate strategy that centered on acquiring large land parcels in diverse trade areas then developing regional malls at the core of these parcels. Over the past quarter century, Westcor developed and acquired shopping centers in every significant market of metropolitan Phoenix. These included Arrowhead Towne Center, Superstition Springs Center, Scottsdale Fashion Square, The Borgata and Hilton Village, Desert Sky Mall, and Chandler Fashion Square. Westcor reached outside Phoenix, developing Flagstaff Mall and Prescott Gateway Mall. Recognizing Westcor's strength as a developer/manager, The Macerich Company of Santa Monica, California, acquired the company two years ago and now Westcor operates as Westcor Region, a subsidiary of The Macerich Company.

Mr. Ward, has been involved in numerous community and regional organizations including Greater Phoenix Leadership, Trustee of the University of California, Berkeley, Phoenix Thunderbirds, Phoenix Chamber of Commerce, and the International Conference of Shopping Centers, where he was Chairman in 2000 and currently serves on the executive committee. He and his wife of over forty years, Mary, have three children and five grandchildren.