



Peter Russell

EXECUTIVE VICE PRESIDENT

Peter Russell is a renowned retail executive with over 30 years of experience in the industry, holding positions of increasing responsibility and leading growth initiatives at several prominent organizations. With his natural entrepreneurial talent and ability to quickly learn and adapt to new challenges, Peter has developed a keen understanding of what both retailers and consumers want, successfully leveraging global insights and demographic trends to drive business success.

Peter began his retail career as an accountant for Petrie Stores in 1986, but quickly distinguished himself with his impressive skills and was soon tapped for a career in real estate. Over the next seven years, he led the expansion of the chain from 1,200 stores to over 1,800 stores, earning a reputation for his strong work ethic and a natural aptitude for real estate, which ultimately led to his appointment as Director of Real Estate.

In 1996, The Gap recruited Peter to spearhead the growth of its iconic brands, Gap, Old Navy, and Banana Republic, and within two short years, he played a key role in driving the chain's expansion from 1,700 stores to 2,400 stores, generating over \$6.5 billion in revenues. As part of his responsibilities, Peter oversaw new store site selection, lease negotiation, and the construction of new stores, all while ensuring that The Gap's real estate strategy aligned with the company's broader business objectives.

In 1998, Peter joined Bed Bath & Beyond, where he was responsible for transforming the company from a 146-store chain with \$800 million in revenue to a 1,500-store chain with sales exceeding \$12 billion. During his tenure, Peter was instrumental in leading the company's acquisition of Cost Plus World Market, Christmas Tree Shops, Buy Buy Baby, and Harmon Stores, as well as its expansion into the Mexican market. In May 2020, Peter took over the company's real estate department and skillfully navigated Bed Bath & Beyond through the challenging COVID-19 pandemic, restructuring over 600 leases and avoiding any lockouts across the chain. Additionally, he led the successful dispositions of the Cost Plus World Market and Christmas Tree Shops brands, generating nearly \$400 million in value for the company.

Contact Information

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SPECIALTIES:

- Project Leasing
- Tenant Representation
- Business Development
- Acquisitions
- Investments



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When Peter was the Director of Real Estate at Michael's, Peter leads a large-scale expansion effort across the country, leveraging his extensive experience and expertise in the industry to drive growth and create value for the organization. With a proven track record of success and a deep understanding of the complex dynamics of the retail real estate market, Peter is a highly sought-after executive who has made significant contributions to the industry and will continue to do so for years to come.

In addition, Peter is also an active servant to the community through his ongoing work with the International Council of Shopping Centers [ICSC], Urban Land Institute [ULI], and a member of Certified Commercial Investment Member [CCIM].

When Peter isn't working hard making deals, he enjoys traveling with his family, skiing, tennis, and attending music and sporting events.

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