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FOR IMMEDIATE RELEASE

Birmingham Shopping District Appoints New Executive Director

BIRMINGHAM, MI, September 22, 2022 – The Birmingham Shopping District (BSD) Board of Directors recently announced the appointment of a new Executive Director, Cristina Sheppard-Decius. At the September 1, 2022 BSD Board Meeting, Sheppard-Decius was unanimously appointed to serve as Executive Director of the Birmingham Shopping District, beginning December 1, 2022.

"Following an extensive recruitment and thorough interview process, the BSD Board is pleased to appoint Cristina Sheppard-Decius as the new Birmingham Shopping District Executive Director," said BSD Board Chair, Amy Pohlod. "Ms. Sheppard-Decius' extensive experience, wealth of knowledge and proven track record in local downtown management make her an excellent choice for this role. We look forward to the continued success of the Birmingham Shopping District under Ms. Sheppard-Decius' leadership."

Sheppard-Decius is currently serving as Manager of both the east and west Dearborn Downtown Development Authorities, and has served as DDA Executive Director of Ferndale and as a consultant to various communities in the metro-Detroit area. Recognized as a Crain's Detroit Business *40 Under 40* in 2009, Sheppard-Decius holds a Bachelor of Art from Western Michigan University and currently serves as Chairwoman of the Michigan Downtown Association.

Sheppard-Decius has experience in economic and infrastructure development, public relations and downtown marketing, and business attraction and retention, all of which will be invaluable skills in serving the Birmingham Shopping District community.

"With 22 years of downtown economic development executive management experience, coupled with my passion for creating amazing downtown experiences for communities and local knowledge of Birmingham, I know that I am the ideal candidate for this position. Downtown Birmingham's local and national recognition of being one of the best communities to live and work has made it a life-time career goal of mine to serve as your Executive Director," said Sheppard-Decius.

For more information about the Birmingham Shopping District, visit www.ALLINBirmingham.com.

Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT comprises nearly 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents and neighboring communities.

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