Priscilla Gil is a Senior Marketing Manager at The Shops at North Bridge in Chicago, where she develops integrated marketing strategies that activate retail spaces, enhance the guest experience, and strengthen Michigan Avenue's position as one of the nation's premier shopping and cultural destinations. Over the past decade, she has built a career at the intersection of marketing, placemaking, and commercial real estate, leading award-winning campaigns, cultivating community partnerships, and creating experiential activations along The Magnificent Mile. Her work has been recognized with an ICSC Silver MAXI Award and multiple ICSC award finalist honors for innovation in retail marketing. Beyond her professional role, Priscilla serves as a volunteer river cruise docent with the Chicago Architecture Center, sharing the city’s architectural history with visitors from around the world. She is currently pursuing her MBA at Northwestern University's Kellogg School of Management, where she is deepening her expertise in strategy, leadership, and commercial real estate while advancing innovative approaches to placemaking and destination development.