

Dheeraj Dogra joins Beyond Squarefeet

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Dheeraj Dogra, a retail and Mall veteran with over **23 years** of experience in managing successful retail and Malls internationally joins **Beyond Squarefeet Advisory Pvt. Ltd.** as "Director – Mall Mechanics".

Just before joining Beyond Squarefeet, Dheeraj was a Chief Marketing Officer of **Express Avenue Mall** in Chennai, which is the largest mixed use development in any central business district of India. Single handedly marketed and leased the entire project including a million squarefeet of retail space at record rentals. Dheeraj also comes with 19 years of hardcore retail experience in the **United States** with the likes of Macy's, Bloomingdales, Bed Bath & Beyond etc. as part of their core management teams.

With a handful of esteem projects Susil DUNGARWAL, Chief Mall Mechanic, Beyond Squarefeet believes in creating a rich pool of talented professionals to face the daunting task of creating successful Malls.

Welcoming Dheeraj Dogra, Susil DUNGARWAL says, "Dheeraj comes with humungous understanding of international best practices of developing and managing Malls across the Country. Dheeraj's passion and experience will help Beyond Squarefeet grow in the right direction." Excited to join Beyond Squarefeet Dheeraj Dogra says, "It is my privilege to be a part of Beyond Squarefeet, the only end to end solution providers to the Mall industry. It will be my endeavor and responsibility to take Beyond Squarefeet to the helm of success."

Dheeraj is also associated with various Institutions and Colleges including ICFAI Business School, IIM Kozhikode, IMT, Delhi University, India Retail School, IPM, and Skyline Business School, etc., as a guest faculty and hence contributes to knowledge sharing, Dheeraj also as part of community service initiative has been a voluntary New York City Police Officer.

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