

Business

Berg returns as manager of the Royal Poinciana Plaza

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Two years after her departure, Lori Berg will return as general manager of The Royal Poinciana Plaza on Monday.

Berg has deep ties to the island. Her mother, resident Gloria Blackburn is a real estate agent, and Berg has served on committees for a number of Palm Beach-based philanthropic organizations and on the board of the Palm Beach Chamber of Commerce.

Berg was instrumental in the plaza's redevelopment and reopening since 2016, making the shopping district what it is today.

"I am excited to collaborate with the talented team here once again to support our businesses in being as successful as they can be by attracting new customers, fostering relationships with current customers, and maintaining property-wide safety," Berg said in a statement released Wednesday.

Berg has been in the Bahamas since she stepped down as general manager in 2018.

Berg takes over from former general manager and Palm Beacher Lilly Leas Ferreira, who has left to pursue a career in real estate. She and her mother, Minnie Pulitzer, joined the rest of her family in the Pulitzer McGurk real estate team at Brown Harris Stevens on Worth Avenue.

Berg has over 30 years of experience in the retail and hospitality industry. Her experience includes inventory management, merchandising, sales, event production and marketing,



The Royal Poinciana Plaza has announced that Lori Berg has returned to her role as general manager of the plaza. Berg was in charge of the plaza during its redevelopment and reopening in 2017. (PHOTO COURTESY OF CAPEHART)

day-to-day operations and talent development. She spent 18 years working for Saks Fifth Avenue, including three and a half years of managing the island's Saks store.

Berg resigned in 2011 to move to Greenwich, Connecticut, where her husband landed a position with a hedge fund, and she became the store director of Henri Bendel's flagship store on Manhattan's Fifth Avenue.

In 2016, she moved back to the island and oversaw a year-long renovation of the classic 1950s Royal Poinciana Plaza, designed by architect John L. Volk, as general manager, where she leased and opened

45 boutiques over three years.

While in the Bahamas Berg served as the vice president of retail at The Baha Mar resort, where she managed their extensive retail offerings.

"While I was abroad, I gained experience in every facet of the business including retail buying and merchandising, leasing negotiations, and hospitality," Berg said. "I look forward to bringing these skills to our Royal businesses and ensuring that The Royal remains one of the most dynamic and exciting properties in the world!"

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Lori Berg is shown at right as Samantha David, second to right, cuts a ribbon symbolizing the opening of the Royal Poinciana Plaza in 2017. Also pictured, from left, are Town Council members Bobbie Lindsay and Julie Araskog and Mayor Gail Coniglio. (DAILY NEWS FILE PHOTO)