



Sharon Morrison, SIOR

Executive Managing Principal Dallas

Professional Experience

Sharon Morrison is an Executive Managing Principal, directly involved with key client work and Dallas market leadership. She also sits on Cresa's Board of Directors. With over three-decades of experience, Sharon has developed strategic real estate solutions for global brands on a local, national, and international basis with expertise in complex lease & sales negotiations, site selection, build-to-suits, and portfolio management.

Sharon began her career in commercial real estate at The Staubach Company in 1994. In 2013, Sharon founded leading Texas-based tenant representation firm, esrp, where she served as CEO. esrp merged with Cresa in 2022, and continues to fulfill a mutual focus of consultative and conflict-free tenant advisory services. Sharon's industry experience, passion, creativity, and commitment to culture drive her to empower the Cresa teams and everyone she encounters professionally and personally.

Clients

- UPS
- Neiman Marcus I Saks
- JABIL
- 7-Eleven Inc.
- Yahoo
- AT&T
- First United Bank

Affiliations

Sharon serves on the Cresa Board of Directors and has served on the Boards of numerous charitable organizations, including: Girl Scouts of Northeast Texas, Make A Wish Foundations, ATTPAC and Ursuline Academy of Dallas. Sharon is a member of the Society of Industrial and Office Realtors (SIOR) and Retail Industry Leaders Association (RILA). She has been recognized as a Most Admired CEO and Top 25 Women to Watch by the Dallas Business Journal, a Bisnow DFW's Power Woman, a Women of Influence by GlobeStreet and amongst the Dallas 500 most influential leaders in North Texas. She was also named Commercial Real Estate Executive of the Year by D CEO recognizing outstanding industry leadership.

Education

Sharon holds a bachelor's in Political Science and Spanish from The University of Texas in Austin.

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Expertise

- Leadership
- Office & Industrial Site Selection
- Consulting
- Transaction Management
- Global & National Real Estate Portfolio Solutions
- Entrepreneurship