



**TOOLBOX** **mallcomm**<sup>®</sup>  
MARKETING



**MICHELLE BUXTON**  
FOUNDER & CEO MALLCOMM  
SPEAKER BACKGROUND



### **BIOGRAPHY**

Michelle Buxton, is founder and CEO of proptech trailblazer Toolbox Group - the creators of award-winning real estate community engagement and management technology Mallcomm. With more than 20 years' expertise in engaging real estate users in the changing ways they live, work, shop and play, Michelle is a leading expert, innovator and influencer in the proptech arena.

She spent her early career in retail real estate in South Africa, voted Cape Times Business Person of the Year, before setting up her innovation agency in the UK in 2000. Since then she has been providing visionary strategic insight and advice, innovative marketing services and leading technology solutions to real estate across Europe, and now the USA. The company is working in 22 countries with 300 retail, office and mixed-use locations.

### **DISCUSSION TOPICS**

Future of urban centres  
Future of retail  
The effect of Covid-19 on real estate  
How Covid-19 will effect office utilisation going forward  
Role of proptech in placemaking  
Sustainability  
Real estate market perspective  
Transforming real estate with proptech

### **SPEAKING EXPERIENCE**

[Expo Real PlaceTech Interview, October 2019](#)  
[Expo Real EuropaProperty Interview, October, 2017](#)  
[ICSC European Conference 2017: Technology in retail, June 2017](#)  
[Real Asset Media Interview, November 2016](#)  
[PropTech, Data & Innovation Summit, November 2019](#)  
[EXPO REAL: PropTech, Data & Innovation Briefing, October 2017](#)  
[EXPO REAL: Innovation, PropTech & Data, October 2019](#)  
[Retail Trends Panel, MAPIC, November 2019](#)

**PANEL PRESENTER HOST/FACILITATOR LIVE SOCIAL MEDIA KEY SPEAKER**

FOR SPEAKING OPPORTUNITIES CONTACT:

**CHLOE KEITH**  
ACCOUNT DIRECTOR  
M +44 7887 844997  
E [chloe.keith@toolboxgroup.global](mailto:chloe.keith@toolboxgroup.global)