

Tanger Outlet Center Has New Leader

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The Tanger Outlet Stores in Blowing Rock have a new Manager. Heidi Ellis comes to her new position after having been Manager and Marketing Director for Boone Mall for eight years.

The Watauga County Native will now be responsible for day-to-day operations of the Tanger stores including maintenance, marketing and customer and community relations. Ellis replaces former manager, Tracy Brown, who is now heading Blowing Rock's Tourism Development Authority. The Blowing Rock Tanger Outlet Center is one of North Carolina's most popular tourist destinations drawing 1.8 million shoppers in 2006.