The Center for Retail Leadership at Portland State University is rewriting the story of retail. We are uniting students, industry partners and faculty researchers behind a singular vision: that retail is the place where ideas come to life and a moment of truth for innovation. Where concepts meet customers and needs meet solutions.
Our unique pop-up program is a physical manifestation of the Proving Ground that gives partners real-time market insights and inspires staff and students to re-imagine the future of retail. Our pop-up space located in the Karl Miller Center School of Business atrium is highly visible and conducive to testing new products, packaging and messaging. We work collaboratively with our partners to create an interactive experience to engage our diverse student body and provide value in growing your business. It is an opportunity to learn, collaborate, experiment, increase awareness, and build relationships with our students and community.

- Access to a diverse population, 5,000+ School of Business Students (full statistics below)
- Collect valuable feedback to inform your product/company growth
- Increase awareness and visibility for your brand company
- 24/7 visibility in the Karl Miller Center School of Business located in downtown Portland with access to Max, Streetcar, Bus, on and off-street parking
- Making a positive impact by providing PSU students with practical experiences & exposure

Visit our website to learn more:
pdx.edu/retail-leadership

Contact
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Our Diversity
- 65% of our students are non-Caucasian
- 18% Hispanic / Latin
- 13% Non-US Citizen
- 11% Asian
- 11% Two or more Races
- 21 countries represented in the Undergraduate Program