



Michele Woodward

The Spartanburg Downtown Association is a community-based organization that plans, markets, and advocates for Downtown Spartanburg.

The association's goal is to be a guiding force for positive growth and improvement of the downtown area by providing leadership, and marketing as the dynamic center of commerce in the Greater Spartanburg community.

SDA performs services directly related to downtown development, such as promotion and advertising, business retention and recruitment, and planning and problem solving among downtown residents, businesses, property owners, employees, and community leaders.

Michele Woodward is the owner of The Runway in Downtown Spartanburg.

After receiving her degree in Business Administration at Bucknell University in Lewisburg, PA, Michele started an assistant buying job with The May Company Department stores in Pittsburgh, Pennsylvania. As Michele and her husband Jeff moved throughout the country, she managed high end boutiques in Columbus, Ohio and Dallas, Texas where she learned to appreciate the quality of high end clothing and shoes and also how customer interaction is the key to success in retail.

After a few years in specialty retail, Michele worked with J Crew Corporation in opening the first Madewell store in the country in Dallas, Texas. As the store director, Michele worked closely with members of the J Crew corporate team, managed her staff in Dallas and traveled to assist in store openings and floor sets around the country.

Michele has realized the dream of owning her own boutique here in Spartanburg and is in her 2nd year in business in the downtown district. She and Jeff are downtown property owners and live above The Runway with their two dogs Dutchess and Coco.

Michele has been a member of the SDA Board of Directors since 2009.

