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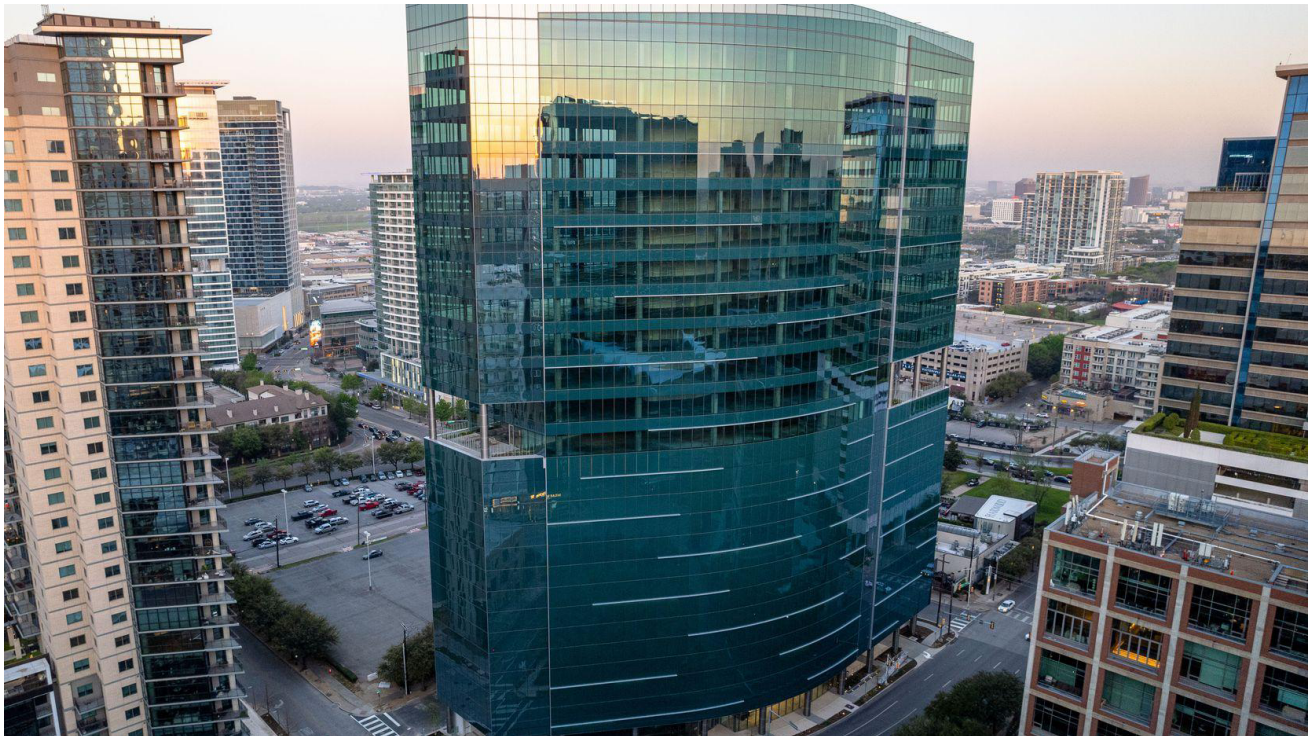
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# Uptown Dallas tower lands another big office tenant

Marketing firm PMG is the latest business to move to the new Link at Uptown high-rise.



The Link at Uptown is on Olive Street just north of downtown Dallas. (Kaizen Development Partners )

By [Steve Brown](#)

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A new Uptown Dallas office tower has landed a major tenant. It's part of a major expansion by North Texas-based advertising and marketing firm PMG Worldwide.

The company has leased almost 50,000 square feet of office space in the new Link at Uptown tower just north of downtown Dallas on Olive Street. The company previously had a smaller office on Oak Lawn Avenue.

PMG also is adding to its Fort Worth office with an additional 11,000 square feet of offices at 2845 W. 7th St.

The company plans to expand its nationwide offices by 91,000 square feet after almost doubling its workforce in 2021.

"After over two years of remote work, we know virtual environments cannot replace the innovation and collaboration that happens when we are all together with a shared purpose, and our employees are excited to get back to being in person," George Popstefanov, chief executive of PMG, said in a statement.

"We want PMG to be a place where people want to come to work as we move into a hybrid working model, and our continued expansion allows us to not only better accommodate our employees but also to attract digital and tech talent in more markets while fostering deeper collaboration with our partners and customers."



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PMG also is expanding its Austin and New York offices and plans to open Los Angeles and London locations.

The growth comes after the advertising company said its revenues grew 76% in 2021.

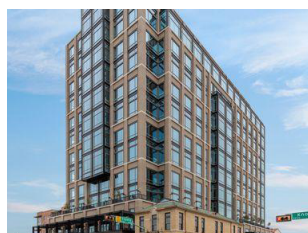
PMG's clients include retailer Old Navy, Ace Hardware, Best Western Hotels & Resorts, The Container Store, Crate & Barrel, Kohler, Omni Hotels & Resorts and Six Flags amusement parks.

PMG joins law firm Shearman & Sterling as some of the first tenants at The Link at Uptown, a 25-story high-rise that opened early this year. The building is a project of Allen-based Kaizen Development Partners.

Jerry Bolz of Worth Commercial Real Estate and Jones Lang Blake Shipley negotiated the PMG office lease with Thirty-Four Commercial's Sarah Kennington and Bryce Jackson.

The new building is 50% leased with more deals pending, Kennington said in an email.

After slow leasing activity after the COVID-19 pandemic began, demand for office space in North Texas has soared in recent months with more than 900,000 square feet of net leasing in the first quarter of 2022.



## REAL ESTATE

### D-FW office demand soars as pandemic recedes

BY STEVE BROWN