



Steven Pedigo

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"Steven Pedigo is one of today's city and economic development stars. He keeps me steeped in the professional practice of urban development, helping to deepen my understanding of the practical implications."

– Richard Florida, Author, *The Rise of the Creative Class*

CITY, ECONOMIC DEVELOPMENT, AND NONPROFIT SENIOR EXECUTIVE. More than 15 years of experience advising and collaborating with 50+ cities, universities, developers, nonprofits, and Fortune 500 companies across the globe to build more creative, innovative, and inclusive communities

EXPERIENCE

Director and Clinical Assistant Professor, Economic Development New York University (NYU) NYU Schack Institute of Real Estate Urban Lab

2014 – Present | New York, NY

Applied research center examining the intersection between cities and real estate

- Serve on Schack's executive team, directing strategy for academics, faculty, industry engagement, and fundraising
- Lead the Urban Lab strategy, including research program, training platform for city officials, and national convenings
- Have raised \$550,000 in initial funding for the Lab, with a target of \$1.1 million by 2019
- Build industry partnerships. Successes include Mastercard, Airbnb, National League of Cities, CoreNet Global, Urban Land Institute, American Planning Association, and International Economic Development Council
- Launched the NYU Cities Diploma, including courses, digital platform, faculty recruitment, and external positioning
- Offer graduate, undergraduate, and executive education courses in economic development, research methods, public-private partnerships, distressed urban areas, and placemaking

Director, Research and Advising Creative Class Group

2005 – Present | New York, NY

Consulting firm founded by leading urbanist Richard Florida

- Guide more than 35 U.S. and international communities on data-driven economic development and talent strategies
- Develop brand and engagement tactics for clients, including Air Canada, EDENS, Converse, Kraft, BMW, Philips Corporation, Bacardi, and Starwood Hotels
- Manage consultants to provide market intelligence for corporate clients, including Zappos, Pinewood Studios, Cirque du Soleil, Prudential, and Kibbe Stockwell Properties
- Act as media representative, providing content for *The Washington Post*, NPR, SiriusXM, *The Dallas Morning News*, *Governing Magazine*, *Inc. Magazine*, and many other outlets

**Vice President and Director
Initiative for a Competitive Inner City (ICIC)
Next Street**

2009 - 2013 | Boston, MA

*Research organization founded by Harvard Business School Professor Michael E. Porter
Advisory services firm and ICIC alliance partner*

- Served as chief engagement officer and member of senior management, directing research and advising, small business programs, and communications efforts
- Led a team of 12 to implement content plan and knowledge-management platform, increasing ICIC's reach by 60%
- Managed a wholesale organizational assessment, yielding refined programming, staffing, and funding strategies
- Increased corporate funding to \$1.2 million, including Bank of America, Staples, Goldman Sachs, and Chevron Corporation
- Built media partnerships with *The Wall Street Journal*, *Fortune*, *Governing Magazine*, *The New York Times*, and *The Boston Globe*
- Revitalized the Inner City 100 program, increasing first-time winners by 30% and tripling press coverage

**Vice President, Business Attraction and Research
Greater Portland Inc. (GPI)**

2007 - 2009 | Portland, OR

Private-sector-led economic development organization

- Established GPI as a leading development organization by creating and funding six studies in two years
- Acted as GPI's chief economic development advisor, cultivating relationships with area CEOs, media outlets, and nonprofits
- Managed staff to execute business development priorities: advanced manufacturing, clean technology, software, and athletic apparel
- Created and funded the Prosperity Index, the region's first-ever indicators project

**Director, Research
Greater Washington Initiative (GWI)
Greater Washington Board of Trade**

2005 - 2007 | Washington, D.C.

Regional economic development group, recognized as Top 10 in U.S. by SITE Selection Magazine

- Increased GWI's research profile by creating eight research publications in two years
- Produced content for *The Washington Post*, *The New York Times*, *Financial Times*, *Bloomberg*, *Kiplinger's*, and others, doubling GWI's media presence
- Authored talent study, creating a dialogue about workforce shortages and leading to new community college programs
- Developed briefings for GWI's business development efforts, contributing to \$450 million in economic impact

AREAS OF EXPERTISE

- 📈 Economic development
- 🔗 Strategy creation
- 🔍 Policy analysis
- 🏢 Anchor institutions
- 🤝 Public-private partnerships
- 💰 Finance and incentives
- 🏠 Real estate development
- 🏗️ Placemaking
- 🏘️ Land use and zoning
- 📄 Knowledge dissemination
- 👁️ Branding
- 🗣️ Public speaking



ADVISING

Sample engagements (see Addendum for comprehensive list) include:

Jerusalem Economic Development Strategy; Jerusalem

Developed strategy to ensure long-term competitiveness, resulting in a billion shekels for implementation from the Israeli government



San Diego-Tijuana Bi-National Policy Recommendations; San Diego

Developed and presented policies for cross-border collaboration to the U.S. Depts. of Commerce, State, and Homeland Security



Destination Tulsa 2020; Tulsa

Generated, in partnership with Resonance Consultancy, a plan to attract investment—business, talent, and visitors



Distrito Purisima-Alameda Plan and U-ERRE Anchor Strategy; Monterrey

Produced a district plan for Distrito Purisima-Alameda and an anchor strategy for U-ERRE



EDENS Inclusive Prosperity Framework; Washington, D.C.

Fashioned anchor framework for Union Market, including procurement priorities, merchant-support programs, and neighborhood outreach



FIU Miami Urban Future Initiative Strategy; Miami

Created strategy for the Miami Urban Future Initiative, resulting in \$1.2 million in funding from the John S. and James L. Knight Foundation



Converse Creative Class Marketing; Boston

Crafted Jack Purcell go-to-market plan, focusing on four U.S. markets, London, and Beijing



Starwood Hotel Site Selection Strategy; New York

Provided site selection strategy for 15 global locations and curated content for the “creative class” consumer



EDUCATION

Master of Science in Public Policy and Management

H. John Heinz III School for Public Policy and Management
Carnegie Mellon University

May 2005 | Pittsburgh, PA

Master of Arts in Speech Communication

The University of Illinois at Urbana-Champaign

May 2003 | Champaign, IL

Bachelor of Science in Communication Studies

The University of Texas at Austin

May 2001 | Austin, TX

