



Steven Pedigo

"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*

Steven Pedigo is an expert in economic and urban development, city strategy and management, and placemaking. Steven has advised and collaborated with more than 50 cities, universities, developers, nonprofits, and Fortune 500 companies across the globe to build more creative, innovative, and inclusive communities.

Steven's city clients include New York, Jerusalem, Vancouver, Dallas, Washington, D.C., Brisbane, the Yukon, Tulsa, Austin, Portland, Newark, San Diego Tijuana, Miami, Sao Paulo, Monterrey, Mexico City, and many others. His corporate clients include BMW, Converse, Starwood Hotels, Philips, Cirque du Soleil, Audi, Pinewood Studios, Zappos, EDENS, Kraft, among others.

Currently, Steven is a professor of practice at the Lyndon B. Johnson School of Public Affairs at the University of Texas at Austin and the director of the LBJ Urban Lab. He is also the director of research and advising for the Creative Class Group, in addition to being the vice

president for strategy at Resonance Consultancy and a senior advisor for Bridge Economic Development.

Previously, he was clinical professor at New York University and the director of the NYU Schack Institute of Real Estate Urban Lab. Earlier in his career, Steven served as vice president for the Initiative for a Competitive Inner City (ICIC), a national research organization founded by Harvard Business School professor Michael Porter to encourage private-sector investment into U.S. distressed urban areas. Prior to ICIC, Steven was the vice president for business attraction and research for Greater Portland, Inc. He began his career as the director of research for the Greater Washington Initiative and Board of Trade.

Steven holds a bachelor's degree from the University of Texas at Austin and graduate degrees from the H. John Heinz III School for Public Policy and Management at Carnegie Mellon University and the University of Illinois at Urbana-Champaign. He lives in Austin, Texas with his husband Brian and their Boston Terrier, Oswald.



Pedigo's sample engagements (see Addendum for comprehensive list) include:

Jerusalem Economic Development Strategy

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

San Diego-Tijuana Bi-National Policy Insights

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

Destination Tulsa 2020

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

Distrito Purisima-Alameda and U-ERRE Strategy

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

EDENS Inclusive Prosperity Framework

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

FIU Miami Urban Future Initiative Strategy

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

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

Starwood Hotel Site Selection Strategy

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



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