



Steven Pedigo

"My ultimate goal is to make our cities stronger, more resilient, and more equitable."

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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

Executive Director, LBJ Urban Lab Professor of Practice LBJ School of Public Affairs The University of Texas at Austin

2019 - Present | Austin

Policy do-tank exploring urban policy, creating strategies for cities, and training the next generation of local leaders

- Founded LBJ Urban Lab, including creation of Lab concept, 5-year strategic plan, policy agenda, advisory committee, and funding support
- Secure \$750,000 in university and foundation funding to seed Lab programming, research, and fellowships
- Position Urban Lab as go-to resource for urban policy expertise in Texas through collaborations with *Texas Monthly*, *Texas Tribune*, *Texas Standard*, *Texas Public Radio*, and other media outlets
- Create Texas Metropolitan Blueprint, a policy roadmap and network, in partnership with Kinder Institute for Urban Research at Rice University and George W. Bush Presidential Center
- Acquire IC2 grants to explore rural innovation and examine well-being and economic opportunity of Black Texans living in rural communities
- Develop university-wide Economic Development and Cities certificate for policy professionals, to launch Fall 2021
- Offer graduate and undergraduate public policy courses in urban economic development, city consulting, and placemaking
- Led university resiliency policy initiative, featuring 29 faculty and recognized by National Academy of Public Administration

Vice President/Director Resonance Consultancy/Creative Class Group

2005 - Present | New York

Economic development, destination strategies, and placemaking firms

- Guide 50 U.S. and international communities on data-driven, equitable economic development and placemaking 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, Silverstein Properties, Kaufman, Pinewood Studios, Cirque du Soleil, Prudential, and Stockwell Properties
- Act as media representative, providing content for *The Washington Post*, *The New York Times*, NPR, CNN, SiriusXM, *The Dallas Morning News*, *Governing Magazine*, *Houston Chronicle*, and other outlets

Founding Director, NYU Urban Lab Clinical Assistant Professor NYU Schack Institute of Real Estate New York University

2014 - 2019 | New York

Applied research center examining the intersection between cities and real estate

- Served on Schack's executive team, directing strategy for academics, faculty, industry engagement, and fundraising
- Created and executed Urban Lab's strategic plan, including research program, training platform for city officials, and national convenings

- Secured \$800,000 in university and corporate funding for Lab programming
- Built content and engagement partnerships with Mastercard, Airbnb, Center for American Entrepreneurship, Brookings Institution, National League of Cities, CEO for Cities, ULI, and International Economic Development Council

- Launched NYU Cities Certificate and Diploma, including course design, digital platform, faculty recruitment, and external positioning; more than 175 professionals participated in first three years of program
- Offered graduate, undergraduate, and executive education courses in economic development, research methods, public-private partnerships, distressed urban areas, and placemaking

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

2009 - 2013 | Boston

*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 team of 8 to implement content plan and knowledge-management platform, increasing ICIC's reach by 60%
Managed brand 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.**

2007 - 2009 | Portland

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 Prosperity Index, the region's first-ever indicators project

**Director, Research
Greater Washington Initiative
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 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



ADVISING

Sample engagements include:

Jerusalem Economic Development Strategy; Jerusalem

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



Denver Shared and Inclusive Prosperity Strategy; Denver

Created strategy for inclusive economic development and placemaking initiatives



Metro Portland Comprehensive Economic Development Strategy; Portland

Guided comprehensive strategy centered on principles of economic growth, resilience, and equity



Newark Economic Development Strategy and Recovery Plan; Newark

Fashioned economic recovery plan for the City of Newark, including action plan for Newark Alliance



Kaufman Astoria Studios District Development Strategy; New York

Guided Kaufman Astoria Studios on creation of arts and entertainment district in Queens, New York



Destination Tulsa 2020; Tulsa

Generated a competitive identity and plan to attract investment—business, talent, and visitors



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

Produced district plan for Distrito Purísima-Alameda and anchor strategy for U-ERRE



EDENS Inclusive Prosperity Framework; Washington, D.C.

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



FIU Miami Urban Future Initiative Strategy; Miami

Created strategy for Miami Urban Future Initiative, resulting in \$1.2 million in funding from 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

The Heinz College of Information Systems and Public Policy
Carnegie Mellon University

May 2005 | Pittsburgh

Master of Arts in Speech Communication

The University of Illinois at Urbana-Champaign

May 2003 | Champaign

Bachelor of Science in Communication Studies

The University of Texas at Austin

May 2001 | Austin

