



# Steven Pedigo

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

- 617.785.0807
- spedigo@gmail.com
- iamstevenpedigo.com

## 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**

*A 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 12 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 an innovation and creative 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 development framework for Union Market, a large scale urban redevelopment project, including procurement priorities, placemaking, 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

