



Steven Pedigo ~ The Creative Class

Steven Pedigo serves as the director of research for the Creative Class Group, a global think tank comprised of leading researchers, academics and strategists. In this role, he provides cutting-edge analysis of economic and demographic trends for communities, Fortune 500 companies and major media outlets across the globe. Steven has managed a team of expert researchers to provide business intelligence for an

array of clients such as Converse, Starwood, IBM, Philips, Cirque du Soleil, Pinewood Studios, Zappos, Kraft and Johnson & Johnson, Emaar Canada and *Kiplinger's Magazine*.

Steven is also responsible for managing the Creative Class Leadership Program, a worldwide community engagement program. He has successfully launched these programs in numerous U.S. and international communities from El Paso, TX; to Vancouver, BC, and Noosa, Australia.

In addition to his work with the Creative Class Group, Steven is the director of civic engagement and an assistant clinical professor for economic development at New York University (NYU). In his role at NYU, Steven is leading the effort to develop, fund and deliver the University's civic engagement and economic development curriculum and research program.

Prior to joining NYU, Steven was a vice president and member of the senior management team 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. urban centers. He is also a distinguished visiting research scholar with the School of Urban and Public Affairs at University of Texas and a visiting professor at the Centro de Estudios Superiores de Monterrey Design.

Steven has also served in a variety of economic development roles. He was the vice president for business attraction and research for Greater Portland, Inc. (GPI), a regional economic development organization for the Portland-Vancouver metropolitan region. With GPI, Steven developed and staffed a comprehensive, assets-based economic development plan for the region's key industry clusters.

Before GPI, Steven started his career in economic development as the director of research for the Greater Washington Initiative (GWI), a regional marketing organization for the Washington, D.C. metropolitan area. He was responsible for region's comprehensive human capital assessment, which was profiled extensively in *The Washington Post* and utilized by area universities and community colleges to forecast future course needs. As researcher and writer, Steven's work has been featured in such publications as *The New York Times*, *The Washington Post* and *The Dallas Morning News*.

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.

“Steven is an excellent speaker! It was my personal favorite and I have heard great comments from both students and colleagues!”

- Michael Garcia Novak, CEDIM Design Week

“Regarding Steven’s presentation, let me just summarize it in one expression: it was fantastic! Actually it was one of my favorites!”

- Nydia Silva, CEDIM Design Week

“I just wanted to say thanks again... I think the conversation represents exactly the sort of things our region needs to be talking about. You guys did a great job.”

- Kenny Rambo, Heartland Communications

“... nothing but GOOD comments. We couldn't have been happier.”

- Thad Byars, Vice President, Greater Killeen (TX) Chamber of Commerce

“Your presentation was great and your message has been infectious in all the right ways/places.”

- Tiffany Hamden, City of Killeen, Place Design committee member

“I personally found Steven to be engaging, flexible and to have positive energy. I enjoyed the depiction of the work on the slides and was glad that Steven was able to share his passion for Richard Florida's work.”

- Connie White, Genetech, Inc, Principal Human Resources Business Partner