



MIAMI CRA

 **REDEVELOPMENT WORKS** **Annual Conference**

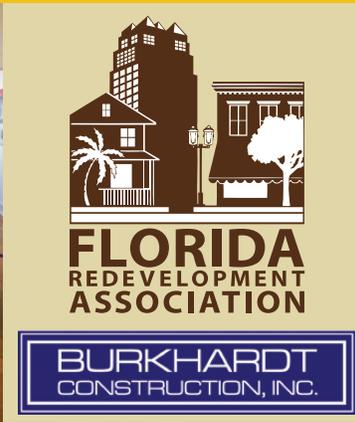
**October 24-26, 2018**

Sanibel Harbour Marriott ■ 17260 Harbour Pointe Drive ■ Fort Myers, FL 33908

[www.redevelopment.net/2018-annual-conference](http://www.redevelopment.net/2018-annual-conference)



GAINESVILLE CRA



ORLANDO CRA



DELRAY BEACH CRA



BOYNTON BEACH CRA

## Keynote Speakers .....



### **NEDA NAVAB • Thursday, October 25, 2018**

Neda Navab is the Associate Director, Urban Systems, at Sidewalk Labs. Prior to joining Sidewalk, she was the Head of Experience and Innovation at Enjoy, a startup reimagining the future of retail. In her role Neda managed the end-to-end customer journey, from the online experience to the in-person visit, as well as the strategy for building new service offerings and launching emerging verticals.

Before joining Enjoy, Neda led the go-to-market partnerships strategy for the software company Box. She also served as a Fellow at the non-profit TechnoServe, where she launched a business accelerator

for female entrepreneurs in East Africa. Neda started her career as a management consultant at McKinsey, serving finance and public sector clients throughout the U.S. and Africa.

Neda earned her MBA from Harvard Business School and her BA in Economics from Columbia University, where she is currently on the Board of Directors. She lives in New York City with her husband Andrew.

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### **JOSEPH PARILLA • Friday, October 26, 2018**

Joe leads the Brookings Metropolitan Policy Program's research portfolio on metro economic performance and development. Most recently, he authored the report "Opportunity for Growth," which argues that reducing barriers to economic inclusion can benefit firms, workers, and local economies. That report built on lessons from Brookings' Inclusive Economic Development Lab, a six-month project through which Joe provided research and practical guidance to three regional economic development organizations. In his presentation, he'll outline set of principles that define a more expansive vision of economic development that responds to rapid technological and demographic changes.

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### **GYPSY C. GALLARDO, M.P.P. • Wednesday, October 24, 2018**

Gypsy Gallardo is CEO of Urban Market Analytics, a Florida-based firm that specializes in designing, funding, and evaluating place-based solutions that "move the needle" of economic progress for low-income people and communities. She is also the CEO of The 2020 Plan, a collective impact initiative of 100 organizations committed to reducing the poverty rate by 30% in South St. Petersburg by 2020 (Florida's largest poverty reduction plan). Previously, Gypsy was Lead Organizer for a 6-year advocacy effort that inspired the creation of the South St. Petersburg Community Redevelopment Area (CRA).

And not least, Gypsy is the CEO of the Power Broker Media Group, and publisher of the Power Broker magazine, targeting African-Americans in Florida's Tampa Bay region.

Her career roles have included Vice President of Development for Urban Development Solutions, helping to co-develop and finance 325,000 square feet of commercial space and 50 affordable homes in low-income communities. As Vice President for International Enterprise Development she helped establish MicroEnterprise Florida, an Enterprise Florida initiative. She earned a Master's in Public Policy degree from Harvard University's Kennedy School of Government (dual concentrations in Political & Economic Development and International Trade & Finance), and a B.A. degree from the Whitney Young College of Leadership at Kentucky State University.

Gypsy has been a teacher of economics and international trade at Eckerd College, Schiller International University, Harvard's Kennedy School of Government, and the University of South Florida Community Real Estate Development program. Gypsy is the recipient of two dozen awards for leadership and service, and is a mother of four adult children, including two nephews she helped raise.