



2017 Award Winners City of Miami,  
Southeast Overtown/Park West CRA



# REDEVELOPMENT WORKS Annual Conference

**October 24-26, 2018**

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

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



2017 Award Winner Gainesville CRA



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## 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.



### **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.

