

LEVERAGING OPPORTUNITY ZONES FOR AFFORDABILITY IN HOT MARKETS

Speaker Biographies

Jim Casselberry has more than 30 years of experience in impact investing, investment management, and investment consulting. He is currently the chief investment officer at 4S Bay Partners. He also serves as the vice chairman of Wayfarer Entertainment. Previously, Casselberry held senior roles at NexTier Companies and Dearborn Park Group, which offered strategic consulting advice to investment management and financial services firms. Before DPG, he was a principal at Ennis Knupp and Associates. Casselberry has written several white papers, most recently *Why Not the Best? Identifying Outperforming Emerging Managers and Capturing Alpha from a Long-Neglected Market*. He received a BS in economics from the University of Illinois and an MBA from the University of Chicago's Booth School of Business.

Jaebadiah Gardner is the founder and CEO of GardnerGlobal, a privately held holding company. He previously worked for Turner Construction, where he built commercial high-rises in downtown Seattle. Gardner has worked on publicly subsidized affordable housing projects in Seattle that bring together city, community, and design partners to overcome complex project hurdles. Gardner has a bachelor's degree from the University of Washington and a JD from Western Michigan University's Cooley Law School.

Kris Hermanns, chief impact officer at Seattle Foundation, has worked for more than 25 years as a nonprofit executive, strategist, grantmaker, and fundraiser. Before joining Seattle Foundation, Hermanns served as the chief executive officer of Pride Foundation, where she led its efforts to mobilize individual and institutional resources to effect change in communities most affected by injustices. Before that, Hermanns's career focused on policy advocacy and systems change in her leadership roles with the National Center for Lesbian Rights, the Rhode Island Foundation, and Brown University's Center for Public Service. Hermanns has a master of education in administration, planning, and social policy from Harvard University and a bachelor of arts in political science from the University of Wisconsin–Madison.

Robert K. (Bob) Jenkins Jr. is founder and senior managing director of Renaissance Equity Partners, an economic development finance advisory and private equity firm with a focus on emerging domestic communities. Jenkins was the founding CEO of Hampton Roads Ventures, a community development investment firm. Jenkins has also served as deputy executive director and chief operating officer of the Norfolk Redevelopment and Housing Authority, the largest municipal community development agency in the state of Virginia. An experienced real estate finance attorney, Jenkins is a graduate of Howard University and the George Washington University Law School. Jenkins has also completed postgraduate studies in real estate development finance at the MIT Center for Real Estate.

Sarah Lee, governor's advanced manufacturing sector lead for the Washington State Department of Commerce, connects funding and resource dots to make BHAGS (big hairy audacious goals) possible—like Maritime Blue, which will transform the state's maritime sector into the most economically and environmentally sustainable in the world. Another top BHAG is leading the state's Opportunity Zone work, which is helping tribal and rural communities bring catalytic projects from vision to reality. Previously, Lee served as press secretary to a member of Congress, as a crisis consultant, and as senior vice president of an international multimedia firm. She holds a master of public affairs from the University of Washington and several executive certificates from Harvard Business School.

Cat Martin serves as vice president and program officer with the corporate responsibility team at JPMorgan Chase. In this capacity, Martin oversees the firm's global philanthropy strategy and activities for the Pacific Northwest and Utah State region. With a background in the private and nonprofit sectors, Martin has extensive experience in community relations and philanthropy, including external affairs positions with U.S. Bank, Pacific Northwest Ballet, and the Oklahoma Arts Institute. Martin received a bachelor of fine arts from the University of Oklahoma.

Erika Poethig is vice president and chief innovation officer at the Urban Institute. She leads the Research to Action Lab, an innovation hub serving decisionmakers and creative thinkers eager to effect social change. Before joining Urban, Poethig was acting assistant secretary for policy, development, and research at the US Department of Housing and Urban Development. During her tenure in the Obama administration, she was also deputy assistant secretary for policy development and was a leading architect of the White House Council on Strong Cities, Strong Communities. At the MacArthur Foundation, she was associate director for housing. She was also assistant commissioner for policy, resource, and program development at the City of Chicago's Department of Housing. In the 1990s, she developed Mayor Richard Daley's campaign to combat predatory lending, prevent foreclosures, and stabilize communities. Poethig was a Phi Beta Kappa member at The College of Wooster and has an MA with honors in public policy from the University of Chicago.

Brett Theodos directs the Community Economic Development Hub at the Urban Institute, where he is a senior fellow in the Metropolitan Housing and Communities Policy Center. His work focuses on economic and community development, neighborhood change, affordable homeownership, consumer finance, and program evaluation and learning. Examples of his economic and community development research include evaluations of the US Economic Development Administration, the New Markets Tax Credit program, small business loan and investment programs, Opportunity Zones, and HUD's Community Development Block Grant and Section 108 programs. Theodos has conducted multiple research studies of neighborhood change and the role of geographic mobility. He has led several studies of affordable homeownership supports, including shared equity models like community land trusts, along with research on down payment assistance and alternative financing structures. He has explored the geography of debt in America and the use of high-cost tax refund products. Theodos is also working to increase nonprofit capacity in evaluation and performance measurement. He codirects Measure4Change, which provides technical assistance and facilitates a community of practice for nonprofits. Theodos received his BA from Northwestern University and his MPP from Georgetown University.

Tony To is an activist, developer, and executive officer in the community development sector in Southeast Seattle, one of the most diverse zip codes in the US. His 25 years at HomeSight, including his role as executive director, resulted in 500 new homes and 3,000 low- and moderate-income homebuyers; several cultural facilities, including the Wing Luke Museum of the Asian Pacific American Experience; and the adoption of equitable development policies and resources in Seattle and the Puget Sound region. Currently director emeritus of HomeSight, To is also the project director for Othello Square, a 3-acre, community-owned TOD campus at a light station at the heart of the Rainier Valley community.

Jeremy Wilkening, as vice president of real estate development, leads Capitol Hill Housing's real estate development work, including managing an active pipeline and seven staff members. Capitol Hill Housing is a 40-year-old public corporation organized by the City of Seattle that develops, owns, and manages affordable and mixed-income housing in the city and its environs. Wilkening has built up the organization's active pipeline from 300 units to over 1,700 units. One innovative initiative underway is developing below-market, middle-income housing by using the Opportunity Zone investments on multiple sites under Capitol Hill Housing's control. Before this, Wilkening led real estate development at development organizations in the Boston area, the last of which was Urban Edge Housing Corporation. Wilkening earned an MBA at the University of California, Davis, and a bachelor's degree in chemical engineering at Georgia Institute of Technology.