

Emily Hedeman

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I would like to submit my letter of interest to be considered for the position of Somerville Redevelopment Authority Board Member.

I'm a renter who has lived in Magoun Square and Porter Square, and has had the opportunity to get to know the people, places, and personalities of Somerville inside and out. As a renter, I feel and see the consequences of development activities within the City on a shorter timeline through shifting rents, differences in quality and quantity of housing options, and changes in neighborhood services and businesses. I am deeply invested and dedicated to supporting the City's promise of long-term sustainable development in Somerville, while also mitigating short-term effects.

My understanding of the practices and responsibilities of a redevelopment authority is thorough, as I was part of the SRA support staff during my brief tenure working for the City of Somerville. I pursued and accepted a job with the City due to a strong desire to contribute to the City of Somerville, and while I no longer work there, I still have a desire to give back to the City that has been such a great place to live.

My professional background is in architecture, real estate development, and commercial real estate. My current position at Cresa is focused on international real estate, specifically business development and overseas market growth. I am not involved in local real estate and do not receive any incentives through my job to participate in the local real estate market. I would use my professional knowledge as a base from which to understand the topics brought before the development authority.

As a member of the SRA, I would seize the opportunity to be an advocate for open, transparent, balanced, and responsible dialogue regarding the redevelopment board's responsibilities. Please do not hesitate to contact me with further questions.

Thank you,

Emily Hedeman

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Experience

Global Operations Manager

Cresa,

March 2018- Present

Supporting global portfolio business development by managing global affiliates and supporting cross-border RFPs. Facilitating international CRM database implementation. Facilitating marketing, branding, and event initiatives for international offices. Initiating and managing business development for international offices. Operations Manager for EMEA, APAC offices.

Urban Revitalization Specialist

Economic Development Assistant

Office of Strategic Planning and Community Development, City of Somerville,

August 2016- March 2018

Monitoring and analyzing real estate market; developing real estate models and database for quarterly reports for internal and external audiences. Managing acquisition, disposition, and redevelopment of City property. Creation and implementation of neighborhood, development, and revitalization plans. Coordinating community outreach and participation processes. Brownfield Program Manager utilizing EPA, Commonwealth, and private grant funding for assessment and clean-up of contaminated sites throughout the City of Somerville. Administration of the Somerville Redevelopment Authority.

Advisor, Account Management

Brokerage Associate

Cresa Boston,

January 2013- August 2016

Account Manager for a Fortune 500 Company's 8.7 million SF international portfolio. Joint Account Manager for a manufactured products supplier. Managed over 30 active transactions for 9.5+ million SF. Transaction management for the acquisition, leasing and disposition of space, as well as portfolio management strategy, including reporting, financial analyses, account management, and lease database administration. Coordinated and developed Business Intelligence Dashboard. Initiated the development and framework for Global Corporate Services. Developed presentation content, market surveys and tours, qualitative and quantitative analysis of market options, RFP's and lease negotiations for prospective and existing clients. Maintained Salesforce database of industry research, transaction data, and clients. Implemented procedures and templates to produce marketing presentations, videos.

Development Associate

Southern Management Corporation, Baltimore, MD.

June 2011 – December 2012

In-house architectural designer for property renovations. Generated drawings for review and permitting. Designed and managed execution of interior signage package for 300+ unit multi-family rental building in Anne Arundel County, MD. Completed renovation budget, including contractor estimates, construction schedule, and analysis for 400+ garden-style multi-family rental complex in Baltimore County, MD.

Program Management Specialist

Marketing and Communications Department,

University of Maryland, Clarice Smith Performing Arts Center, College Park, MD.

October 2010 – September 2012

Designed electronic and print marketing materials for the Center. Implemented online project management tool for 60 faculty and staff to control content acquisition, print production and logistical coordination according to established production schedules.

Education

Master of Real Estate Development

University of Maryland, College Park, MD. 2012

Bachelor of Science, Architecture

University of Maryland, College Park, MD. 2010

Membership

Urban Land Institute
Young Leader

University of Maryland,
Alumni Association

CoreNet New England,
Member

Licenses & Certifications

Real Estate Financial
Modeling
Level 1

Real Estate Salesperson
Massachusetts

LEED Green Associate

Community Involvement

Southwest Boston
Community Development
Corporation
Pro Bono CITC Brochure
Graphic Design

Technical Skills

CRM
Salesforce, Insightly

Adobe Creative Suite
InDesign, Photoshop, Illustrator

Project Management
MSProject, Asana, Basecamp