

Eve Picker

Executive Biography

Eve Picker has built her career by identifying overlooked opportunities and creating practical solutions to complex urban challenges. Working at the intersection of design, development, finance, technology, public policy and entrepreneurship, she has consistently built organizations, projects and investment models that expand opportunity, strengthen communities and challenge conventional thinking.

Although her career has crossed multiple disciplines—including architecture, urban design, real estate development, nonprofit leadership, publishing and financial technology—it has always been driven by the same underlying question: How can thoughtful design, strategic investment and collaborative leadership create stronger, more resilient communities?

Architecture taught Eve how individual buildings work. Graduate study in urban design showed her how buildings can shape places. Working in architecture, community development and city government revealed how public policy can either enable or prevent good development. As a real estate developer, she discovered that access to capital often determines which projects are ultimately built—and which communities are left behind.

Rather than accepting those constraints, she built new ways around them.

She founded no wall productions, an award-winning urban development company that helped pioneer downtown residential living in Pittsburgh through the adaptive reuse of buildings long ago written off, urban infill and innovative mixed-use development. Over the next decade, she conceived, financed and delivered projects that challenged conventional thinking, including Pittsburgh's first loft conversions, award-winning infill housing, the city's first permanent Tiny House and development approaches that helped influence future zoning and building regulations. Through her property management company, she has continued to steward many of those buildings, bringing the perspective of someone who has lived with the long-term consequences of the places she creates.

Eve has never believed that individual projects alone are enough to create lasting change. Throughout her career, she has founded organizations designed to influence the broader conversation about cities, investment and community development. She launched Pop City, one of Pittsburgh's earliest digital publications celebrating urban innovation; co-founded cityLIVE!, an international lecture series exploring architecture, entrepreneurship and civic leadership; established cityLAB, an urban innovation nonprofit dedicated to testing practical ideas capable of transforming neighborhoods; and co-founded Open Streets Pittsburgh, demonstrating new possibilities for public space and community life.

Recognizing that many community-focused real estate projects struggled to secure financing, Eve founded Small Change in 2015, creating one of the first SEC-qualified real estate crowdfunding platforms in the United States. Small Change grew directly from a challenge Eve had encountered throughout her career: talented developers with strong projects often struggled to access the capital needed to bring them to life. By connecting local investors with local real estate projects, Small Change expanded access to capital while broadening participation in community investment through Regulation Crowdfunding. As Founder and Chief Executive Officer, Eve led corporate strategy, regulatory compliance, technology development, capital formation, strategic partnerships,

developer coaching and investor relations, building a nationally recognized platform dedicated exclusively to impact-oriented real estate development.

Teaching, writing and public speaking have remained integral to Eve's work. She served as an Adjunct Associate Professor at Carnegie Mellon University, taught graduate urban design studios, and has delivered more than one hundred keynote addresses, conference presentations and university lectures across North America, Europe and Asia. Through her podcast, Rethink Real Estate. For Good., she curated conversations with innovators working at the forefront of real estate, finance, housing and community development, exploring new ideas that challenge conventional approaches to creating better places.

Eve continues to be drawn to opportunities where conventional thinking has reached its limits and lasting progress depends on connecting disciplines that rarely work together. She brings the perspective of someone who has conceived the strategy, raised the capital, navigated the regulation, delivered the project and lived with the outcome—an uncommon combination of experience that enables her to transform ambitious ideas into practical, lasting impact.