

EVE PICKER

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EXECUTIVE POSITIONING BRIEF (EPB)

EXECUTIVE SUMMARY

Eve Picker works at the intersection of design, development, finance, technology, public policy and entrepreneurship, creating practical solutions to complex urban challenges.

She has consistently identified overlooked opportunities, removed barriers to better urban outcomes and developed innovative approaches that combine design, finance, technology, policy and entrepreneurship.

As an architect, urban designer, developer, entrepreneur and fintech founder, her greatest strength is bringing together disciplines that rarely work together, to solve problems no single discipline could solve alone.

BUILDING A TOOLKIT

Throughout her career, Eve has been driven by a single challenge: creating better cities and expanding opportunity. Each stage of her career revealed another part of the answer and naturally led to the next.

Architecture and urban design taught her how buildings shape neighborhoods and public places. Real estate development revealed that access to capital often determines what gets built, while her time in city government demonstrated how policy and regulation can either enable or prevent good development.

As her perspective broadened, Eve realized that individual projects—even successful ones—could only go so far. Through publishing, public speaking, nonprofit leadership, teaching and advocacy, she began working to influence the broader systems that shape cities and determine who has the opportunity to participate in their growth.

Founding Small Change was the natural next step. Eve recognized that many promising developers—particularly women and people of color—and projects in neighborhoods with softer markets faced persistent barriers to raising capital. The decline of community banking had only deepened those challenges. Small Change was created to expand who could raise capital, who could invest, and ultimately which communities could benefit from investment.

Rather than changing direction, each chapter of Eve's career added another perspective—and another set of tools—for addressing the same underlying challenge: creating opportunity where others see barriers.

STRATEGIC LEADERSHIP & EXECUTIVE EXPERIENCE

Founder & CEO

Small Change | 2015–Present

Founded one of the first SEC-qualified real estate crowdfunding platforms in the United States to change who could raise capital, who could invest in real estate and which communities attracted investment.

Created Small Change to help women, minority and emerging developers raise equity for projects in disinvested and underserved neighborhoods, while enabling everyday investors to participate directly in local real estate investment through Regulation Crowdfunding.

Responsible for corporate strategy, product vision, regulatory compliance, platform development, developer recruitment and coaching, investor communications, strategic partnerships and organizational leadership.

Founder & Principal

no wall productions | 1997–2011

Planned, financed and delivered a portfolio of adaptive reuse, infill and mixed-use development projects that helped pioneer downtown residential living and neighborhood revitalization in Pittsburgh.

Led development strategy, financing, design leadership, public-private partnerships, municipal approvals, construction oversight, leasing, sales and investor relations.

Founder & CEO

CityLab Pittsburgh | 2009–2017

Founded and led a nonprofit “do tank,” not a think tank, that used Pittsburgh as a living laboratory to test practical ideas capable of improving neighborhoods, influencing policy, attracting investment and creating positive change.

Led organizational strategy, research, public policy initiatives, community engagement, programming and publications.

Founding Publisher

Pop City | 2005–2007

Launched one of Pittsburgh’s earliest online publications focused on innovation, entrepreneurship, architecture and urban revitalization, helping change the conversation about Pittsburgh’s future at a time when many people had written the city off.

Co-Founder

cityLIVE! | 2007–2012

Co-created a public lecture series bringing internationally recognized architects, planners, developers and urban thinkers to Pittsburgh to stimulate new ideas and civic dialogue.

Founder, Publisher & Host

Rethink Real Estate. For Good. | 2019–2024

Created and hosted a weekly podcast exploring innovation in real estate, finance, housing and community development through conversations with leading practitioners across North America.

Adjunct Associate Professor

Carnegie Mellon University School of Architecture

Taught graduate urban design studios, helping students connect academic theory with professional practice.

REPRESENTATIVE IMPACT

Recognizing Opportunity Before It Became Obvious

Pioneered downtown loft living in Pittsburgh years before urban residential development became mainstream. Recognized the potential of abandoned "sliver" buildings and other overlooked properties, transforming them into sought-after homes and helping establish new models for adaptive reuse.

Executing Complex Urban Projects

Completed increasingly ambitious urban development projects involving municipal acquisitions, public-private partnerships, competitive RFPs and complex regulatory approvals. Introduced Pittsburgh's first residential car elevator, developed the city's first permanent Tiny House and helped establish building code and zoning precedents that continue to influence development today.

Creating New Sources of Capital

Founded Small Change to expand access to capital for community-focused real estate development, providing opportunity for emerging developers and communities, while opening private real estate investment to everyday investors through Regulation Crowdfunding.

Changing the Conversation

Founded publications, speaker series, nonprofit organizations and public initiatives—including Pop City, cityLIVE!, cityLAB, Open Streets Pittsburgh and *Rethink Real Estate. For Good.*—that helped reshape conversations about urban revitalization, community investment and the future of cities.

Thought Leadership & Influence

Delivered more than 100 invited presentations across North America, Europe and Asia for organizations including the Urban Land Institute, Congress for the New Urbanism, the U.S. Securities and Exchange Commission, Greenbuild, The Globe and Mail and NewCities.

Leading Through Complexity

Co-developed a pioneering all-electric, energy-efficient multi-unit residential building in Melbourne, Australia, managing design, financing and delivery across two continents through nearly six years of pandemic disruption, builder insolvencies and unprecedented construction cost escalation.

CORE COMPETENCIES

- Strategic Leadership
- Community Investment & Capital Formation
- Real Estate Development & Urban Revitalization
- Public-Private Partnerships
- Fintech Innovation & Regulatory Strategy
- Urban Design & Public Policy
- Nonprofit & Organizational Leadership
- Investor Relations & Stakeholder Engagement
- Executive Communications & Thought Leadership

LEADERSHIP PHILOSOPHY

Eve has always been more interested in possibility than convention.

She is drawn to difficult problems that sit between disciplines, especially those no single profession or institution can

solve alone. Her instinct is to understand the system, identify what is preventing progress and then build a practical way through.

She does not separate ideas from execution. A good idea must survive financing, regulation, politics, construction, operations and the realities of the people it is intended to serve. Her work reflects a willingness to question her own assumptions, change course when the evidence demands it and bring together people who may not ordinarily see themselves as partners.

She believes lasting change rarely comes from one grand gesture. It comes from removing barriers, proving that something can work and creating a model that makes the next project easier.

EXECUTIVE OUTLOOK

Eve is looking to apply her experience building projects, organizations and new approaches to community investment to larger, more consequential challenges.

She is at her best where disciplines intersect, where conventional thinking has reached its limits and where progress requires design, finance, policy, technology and partnership to work together. She brings the perspective of someone who has conceived the strategy, raised the capital, navigated the regulation, delivered the project, led the organization and lived with the outcome.