

EVE PICKER

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PROFESSIONAL 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 built practical solutions that combine design, finance, technology, policy and entrepreneurship.

As an architect, urban designer, real estate developer, entrepreneur and fintech founder, she has brought together disciplines that rarely work together to solve problems no single discipline could solve alone.

That multidisciplinary perspective was shaped early through architecture, urban design and community development, and has remained the defining characteristic of her career.

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

EXECUTIVE LEADERSHIP

Founder & Chief Executive Officer

Small Change | 2015–Present

Founded one of the first SEC-qualified real estate crowdfunding platforms in the United States after recognizing the transformative potential of the newly adopted Regulation Crowdfunding to expand access to both investment opportunities and development capital.

Created a new model for community capital formation by connecting local investors with local real estate projects, enabling emerging, women- and minority-led developers—many historically overlooked by traditional sources of capital—to raise equity directly from their own communities while broadening access to real estate investment for everyday investors.

Established the company's long-term strategy and led its growth from concept to a nationally recognized fintech platform serving mission-driven real estate projects across the United States. Small Change

remains the only real estate crowdfunding platform dedicated exclusively to impact-oriented community development under Regulation Crowdfunding.

Provided executive leadership across corporate strategy, regulatory compliance, technology development, capital formation, strategic partnerships, developer coaching and investor relations.

Founder, Publisher & Host

Rethink Real Estate. For Good. | 2019–2024

Created the editorial platform alongside Small Change to explore overlooked ideas, people and projects reshaping real estate, cities and the future of the built environment.

Curated and hosted **176** conversations with innovators, developers, entrepreneurs, policymakers and civic leaders whose work challenged conventional thinking—from alternative financing and shared ownership models to transformative approaches to urban design, real estate development, public space and economic development.

Directed editorial strategy, content development and publishing, establishing *Rethink Real Estate. For Good.* as a respected voice exploring the future of real estate beyond the mainstream.

Founder & Principal

no wall productions | 1997–2011

Founded and led an award-winning urban development company specializing in adaptive reuse and urban infill projects that helped redefine downtown Pittsburgh as a residential neighborhood.

Guided by the belief that every project should serve a broader purpose—creating a better street, a stronger neighborhood, a more engaging public realm or simply a better place to live or work. This philosophy shaped every development, from historic loft conversions and award-winning infill housing to innovative new building types.

Integrated development, design, finance, public-private partnerships and municipal approvals to deliver complex projects from concept through long-term ownership and management.

Pioneered projects others overlooked, including Pittsburgh's first downtown loft conversions, award-winning urban infill housing, the city's first tiny house and development approaches that influenced future zoning and building regulations.

Founder & Principal

we do property management | 2003–Present

Founded to support the leasing, marketing and long-term stewardship of the company's pioneering downtown residential developments after traditional brokerage firms proved reluctant to market loft living in an emerging downtown neighborhood.

Built an integrated property management company that ensured every building was operated with the same care and design intent with which it had been conceived, creating long-term value for the residents, the neighborhoods and the development portfolio.

Manages the original portfolio, less a few that have since been sold, bringing decades of knowledge and continuity to buildings whose design, operation and resident experience remain closely interconnected.

Selected International Development Project

Curzon Place | 2019–Present

Co-developed a fifteen-unit all-electric residential building on a constrained urban site in North Melbourne, Australia, where land is at a premium.

Conceived by two sisters—an urban developer and a musician—for themselves and their community, the collection of fifteen apartments and townhouses, three occupied by the owners, embodies thoughtful, sustainable and connected design. Sustainability underpins every decision, including an all-electric building, carbon-neutral brickwork, a 40% reduction in cement used in concrete and an average 9-star NatHERS energy rating.

Sourced the site, envisioned the development, led financing, design coordination and delivery across two continents through nearly six years of pandemic disruption, builder insolvencies and unprecedented construction cost escalation.

CIVIC LEADERSHIP & PUBLIC ENGAGEMENT

Founding Publisher

Pop City | 2005–2007

Recruited by the founders of an emerging Detroit publishing company to launch and serve as the founding publisher of one of the earliest publications in what became a national network of city-focused online magazines. Created to celebrate Pittsburgh's innovation, entrepreneurship, architecture and urban revitalization at a time when many still viewed the city through the lens of industrial decline.

Directed publishing, editorial strategy and design, shaping the publication's distinctive voice while coining the name Pop City—a nod to Pittsburgh native Andy Warhol and the city's emerging creative energy.

Curated stories celebrating overlooked people, projects and neighborhoods, helping change the conversation about Pittsburgh's future and reinforcing the city's growing reputation as a center of innovation and urban renewal.

Co-Founder

cityLIVE! | 2007–2012

Co-founded an international lecture series that grew out of the success of Pop City, extending its editorial mission by bringing influential voices together with Pittsburgh audiences for live conversations

about cities, architecture, entrepreneurship and innovation.

Partnered with the Director of the Heinz Awards to connect internationally recognized architects, planners, developers, entrepreneurs and civic innovators with a growing community eager to explore new ideas and possibilities for Pittsburgh.

Created a trusted forum where global ideas met local action, helping shape public conversations about urban development and inspiring civic initiatives that extended well beyond the lecture series itself.

Founder & President

cityLAB Pittsburgh | 2009–2017

Founded and led an urban innovation nonprofit built on the belief that small, strategic interventions can transform neighborhoods more effectively than many large-scale public investments. Using Pittsburgh as a living laboratory, cityLAB identified overlooked opportunities and tested practical ideas capable of producing outsized economic, social and civic impact.

Advanced a philosophy of "bottom-up" urbanism through research, pilot projects, public engagement and policy initiatives, demonstrating how incremental investment can catalyze meaningful change. Projects included Pittsburgh's first Tiny House, which attracted more than 600 visitors during a three-hour open house and helped pave the way for the city's Accessory Dwelling Unit legislation.

Led organizational strategy, partnerships, publications and community engagement, bringing together residents, government, designers, developers and civic leaders to turn ideas into action.

Co-Founder

Open Streets Pittsburgh | 2014–

Co-founded Pittsburgh's Open Streets initiative, temporarily transforming city streets into vibrant public spaces for walking, cycling and community life, demonstrating new possibilities for public space, transportation and neighborhood connection.

Launched the inaugural event along a 0.8-mile route that attracted more than 3,000 participants and demonstrated broad public enthusiasm for reimagining the city's streets.

Established a civic initiative that has since expanded into multiple events spanning miles of city streets each summer, attracting more than 10,000 participants per event and continuing under the leadership of BikePGH.

SELECTED RECOGNITION & PROFESSIONAL DISTINCTIONS

Awards & Recognition

- American Institute of Architects, Pittsburgh Chapter Honor Award
- NewCities Global Urban Innovator
- HIVE Top Innovator

Media Recognition

- *Dwell* (2024) – Featured for founding Small Change and pioneering a new model for community real estate investment.
- *U.S. News & World Report* (2020) – Small Change recognized as one of the **Top 7 Real Estate Crowdfunding Platforms**.
- *Grist* (2016) – National feature on the Garfield Tiny House and innovative approaches to neighborhood revitalization.
- *Tiny House Magazine* (2016) – Feature on Pittsburgh's Garfield Tiny House prototype.
- *Grist* (2014) – *Cities, Get Ready — The Tiny Houses Are Coming* by Eve Andrews.
- *PULP* (2004) – *The Downtowners*.
- *Dwell* (2004) – Featured for the design of 947 Liberty Avenue.

Fellowships & Programs

- Fulbright Scholar – Master of Architecture (Urban Design), Columbia University
- Wormald Fellow – Master of Architecture (Urban Design), Columbia University
- Rockefeller Foundation Bellagio Fellow (2011)
- Village Capital FinHealth Accelerator – One of twelve companies selected nationally.

Thought Leadership

TEDx Speaker – My Cure for the Common City, presenting the economic case for incremental urban development and demonstrating how small-scale, bottom-up, interventions can create outsized economic and civic impact.

Delivered more than **100** invited keynote addresses, conference presentations and university lectures across North America, Europe and Asia, including keynote addresses for The Globe and Mail and Greenbuild International Conference, and invited presentations for the SEC Forum on Small Business Capital Formation, Urban Land Institute, Congress for the New Urbanism, Main Street America, Crowdsourcing the City (London), NewCities Summit, and Columbia University.

FOUNDATIONS

Education

Columbia University, New York
Master of Architecture (Urban Design)
Fulbright Scholar | Wormald Fellow

Columbia's pioneering Urban Design program under Stanton Eckstut emphasized the integration of design, development, public policy and implementation—an approach that has shaped my multidisciplinary career.

University of New South Wales, Sydney, Australia

Master of Architecture (Honours)

Architectural studies at the University of New South Wales instilled a rigorous design discipline and the ability to transform complex constraints into opportunity—an approach that continues to underpin my work across urban development, entrepreneurship and innovation. Graduated with Honours and received the N.S.W. Chamber of Manufacturers Award for Best Thesis.

University of New South Wales, Sydney, Australia
Bachelor of Architectural Science

Architect, Urban Designer & Community Developer

Began professional practice with Noel Bell Ridley Smith in Melbourne before continuing architectural practice in Princeton, New Jersey and Pittsburgh, Pennsylvania.

While architecture provided a rigorous foundation in design, it also revealed the limitations of individual buildings in shaping cities. Graduate study in urban design and subsequent work in architecture, planning and community development shifted her focus from designing buildings to creating better neighborhoods and more equitable urban systems.

As a founding board member and later President of Friendship Development Associates, led the organization's first redevelopment project—the conversion of a fire-damaged Victorian mansion into three condominiums—gaining first-hand experience in public financing, community development and real estate development. That experience established the multidisciplinary approach that would define her career - integrating design, finance, public policy and entrepreneurship to create lasting urban change.