

LYNEIR RICHARDSON

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EDUCATION

University of Chicago Law School, Chicago, IL 1990
Juris Doctorate

Bradley University, Peoria, IL 1987
B.S. in Communications, *cum laude*

PROFESSIONAL EXPERIENCE

Rutgers Business School, Newark, NJ 2014-Present
Assistant Professor of Professional Practice 2019-Present
Instructor of Professional Practice 2014-2019
Executive Director, Center for Urban Entrepreneurship and Economic Development (CUEED)

Teach the highly-rated Urban Entrepreneurship and Economic Development course and counsel MBA student teams on community business consulting projects. Oversee the implementation of CUEED programs and manage partnerships, staff, affiliated faculty and fellows. Raised over \$2 million of external grant fundraising for programs and research. CUEED is a research and practitioner-oriented center that integrates scholarly works with private industry, government and non-profit sectors to stimulate entrepreneurial and economic growth in densely populated urban environments. Providing a broad set of consulting services to support entrepreneurs who actively seek to start and grow socially conscious ventures fostering urban renaissance, CUEED also assists policy makers and program administrators by providing research reports, advisory services and program evaluations to inform urban public policy, economic development initiatives and city governance decisions.

The Chicago TREND Corporation, Chicago, IL 2014-Present
Co-Founder and CEO

Drafted and implemented business plan for Chicago TREND, a social enterprise that secured over \$7 million of startup funding from the John D. and Catherine T. MacArthur Foundation and the Chicago Community Trust. Led the two-year pilot phase launch of the company that will stimulate retail development to accelerate neighborhood transformation. Honed and refined data analytic and econometric work, created financial and transaction facilitation tools and identified potential projects. Presented to government, corporate and civic leaders and stakeholders to communicate the value proposition and impact potential of Chicago TREND. Applied research includes oversight of the analysis of survey outputs from over 16,300 people in Chicago and the creation of sophisticated data analytics models that predict the impact of retail changes on shopping patterns and residential moving patterns. Sourced deals and made decision to invest over \$4.1 million in transformative retail and mixed-use projects. Working to raise \$20 million of fresh capital from mission investors for national expansion.

Brick City Development Corporation (BCDC), Newark, NJ
Chief Executive Officer

2009-2014

Led this economic development corporation created by Mayor Cory Booker in Newark, NJ. Initiated and facilitated \$2 billion of ongoing investment resulting in 5,000+ jobs created. Jump-started construction of new office towers, hotels, industrial facilities, grocery stores and restaurants. Structured, negotiated, analyzed and advocated to obtain tax increment financing, bonds, grants and low interest loans to fill development financing gaps. Handpicked key project executives and team to take projects from pipeline to finish line. Grew loan funds under management to \$22 million and achieved certification as a CDFI. Approved loans ranging from \$20,000 to \$2 million for Newark businesses of all types. Started and grew the organization's database to 12,500+ people for distribution of positive Newark news. Led team of 26 employees and administered \$6.2 million annual operating budget. Tenaciously focused on generating fee income, getting cost reimbursement and securing grant funding, resulting in the organization earning nearly 20% of its revenue for first time. Implemented weekly meetings and a detailed project management system to increase organizational efficiency. Navigated successfully in political environment with multiple stakeholders and agendas. Created popular ward-based Technical Assistance Program completed by 550+ Newark residents. Launched "The Small Business" TV show to spotlight 100 unique Newark entrepreneurs. Allocated resources and hired energetic staff to lead or support "high tech initiatives," such as Newark Tech Week, buildinbrickcity.com, hack-a-thons, meet-ups, book signings, etc. Designated funds and created programs to assist minority developers and contractors. Won highest national award for excellence as an economic development organization.

General Growth Properties, Inc. (a NYSE publicly-traded REIT), Chicago, IL
Vice President, Urban Development. Reported to CEO.

2004-2009

Created business plan and implemented national initiative to develop retail in ethnic and underserved neighborhoods of large U.S. cities. Led teams of development, architectural, construction, legal, financial, market research, and leasing professionals to execute on investment and/or development opportunities. Decided which deals to move forward for executive capital committee approval and management presentations justifying investment of up to \$700 million. Increased NOI at an urban shopping mall, raising asset value by over \$13 million. Developed the attraction strategy and opened the first Target store in Baltimore, MD. Secured over \$52 million of public financing and worked with municipal officials and lobbyists to enact legislation providing economic incentives for urban retail projects. Won RFP bids, acquired development rights, entitled land and structured joint ventures in Baltimore, Birmingham, Chicago, Dallas, Dayton, Detroit and New York. Traveled extensively to visit sites, assess market potential, negotiate land purchase agreements with brokers and property owners and form strategic public-private partnerships with city officials, local business people and community organizations. Negotiated letters of intent with department stores, big box retailers, grocers, restaurants and cinemas to anchor development projects.

Urban-LakeShore Residential Group, Inc., Chicago, IL
President

2002-2003

After selling my business to this Urban Investment Trust subsidiary, provided direction, strategy and expertise to the acquirer during the transition period. Garnered tax increment financing and zoning approvals for real estate projects.

Lakeshore Development & Construction Company, Chicago, IL 1995-2002
Founder and CEO

Founded and grew urban real estate development business from start-up to full-scale operation with 19 full-time employees and \$8 million in annual revenue. Acquired land, secured public financing and private investment, and developed, built and sold 300+ residential units in inner city and ethnic neighborhoods of the greater Chicago area and adjacent suburbs. Honored by U.S. Small Business Administration as Illinois' Young Entrepreneur of the Year.

Thrush Construction, Inc., Chicago, IL 1993-1995
Vice President

Learned pro forma analysis, public financing and construction management at a leading residential developer. Drafted and negotiated subcontractor and supplier contracts.

First National Bank of Chicago, Chicago, IL 1990-1993
Attorney

As part of a 90-person law department, negotiated and drafted documents for complex real estate and large commercial lending transactions.

ENTREPRENEURIAL ENTERPRISES

FIN Business LLC, Newark, NJ 2012-Present
Provide strategic advisory services on economic development, business attraction, retail development and small business growth projects in urban areas nationwide. Provide consulting services to cities and small businesses in connection with forthcoming book.

Case Property Services 2010-2014
Provide commercial real estate advisory services to property owners. Specific expertise in structuring and negotiating public/private partnerships, tax abatements and economic development incentives for distressed commercial property owners. Engaged on consulting assignments in Philadelphia, Chicago, Florida and Alabama.

The Kilduff Company 2008-2010
Provide commercial real estate advisory services to retail property owners. Focused on securing public incentives to revitalize shopping centers in urban and ethnic markets.

Leroy Supply & Distribution Company 2000-2003
Acquired an 80-year-old janitorial supply company. Certified the company as an MBE with city and state agencies. Distributed various supplies to large apartment buildings and housing contractors.

PUBLICATIONS

Richardson, Lyneir. "7 Strategies to Help Entrepreneurs Make Sensible Political Donations".
Entrepreneur (January 2018)

Richardson, Lyneir. "Five Reasons Why Amazon Opening in Newark Would be a 360 Win".
New Jersey Business (November 2017)

Richardson, Lyneir. "Helping Urban Entrepreneurs to Succeed: Who, How and Why".
American Entrepreneurship Today (May 2017)

Richardson, Lyneir. "How the 'Retail Meltdown of 2017' Has Flipped the Script on My ICSC RECon Strategy".
GlobeSt, (May 2017)

Richardson, Lyneir. "Four Ways that Tech Accelerators Can Increase Diversity and Inclusiveness".
NJBIZ (January 2017)

Richardson, Lyneir. "4 Things Every Entrepreneur Needs to Do the First Week of the New Year".
Entrepreneur (December 2016)

Richardson, Lyneir. "Trump's 'New Deal' Really Could Help Revive Urban America".
CNBC.com (December 2016)

Richardson, Lyneir. "Four Reasons Conservative Elites Should Invest in Urban Entrepreneurs".
MarketWatch.com (December 2016)

Richardson, Lyneir. "How the Strategic Opening of Retail Stores Can Revitalize City Neighborhoods".
National Real Estate Investor (November 2016)

Chopp, Shlomo and Richardson, Lyneir. "Turning Around Dying Malls in Struggling Communities".
Real Estate Forum (February/March 2013)

Richardson, Lyneir and Corea, Christina. "Deserted No Longer".
Economic Development Journal 12.1 (Winter 2012)

PRESENTATIONS

"Racial Justice Investing" March 2019
Interfaith Center on Corporate Responsibility (ICCR) Conference

"Leadership Succession Planning" January 2019
IEDC Leadership Summit

"Creating Support and Finding Resources to Strengthen Entrepreneurs
and Revitalize the Communities" October 2018
Coalition of Urban and Metropolitan Universities Annual Conference

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| <p>“How to Do Inclusive Economic Development by Strengthening Entrepreneurs Strengthening Entrepreneurs” Global Consortium of Entrepreneurship Centers Conference</p> | <p>October 2018</p> |
| <p>“Improving Access to Capital for Entrepreneurs of Color” Council on Foundations Summit on Inclusive Economic Prosperity</p> | <p>May 2018</p> |
| <p>“Going Beyond the Rooney Rule: Opening Doors to the Front Office” International Council of Shopping Centers National Conference</p> | <p>May 2018</p> |
| <p>“Transforming Retail Economics of Neighborhood Development” American Planning Association National Conference</p> | <p>April 2018</p> |
| <p>“The Business School Curriculum and Impact Investing” Yale Impact Investment Conference</p> | <p>April 2018</p> |
| <p>“Notes from the Field: Urban Entrepreneurship and Ecosystems” Federal Reserve Bank of Kansas City Growing Entrepreneurial Communities Summit</p> | <p>April 2018</p> |
| <p>“Transforming Retail Economics of Neighborhood Development” Sustainability, Ethics and Entrepreneurship Conference</p> | <p>March 2018</p> |
| <p>“Urban Retail Development” High Water Women Impact Investment Symposium</p> | <p>November 2017</p> |
| <p>“Social Impact Investment in Neighborhoods” Federal Reserve Bank of Chicago Summit on Regional Competitiveness</p> | <p>October 2017</p> |
| <p>“Newark Business Hub: Elevating Media, Art and Entertainment Industry Entrepreneurs for Economic Impact” Council of Urban and Metropolitan Universities Annual Conference</p> | <p>October 2017</p> |
| <p>“Using Federal Resources to Jumpstart Your Economic Development Strategy” International Economic Development Council Annual Conference</p> | <p>March 2017</p> |
| <p>“Implementable in Africa, Today: University Partnership Strategies Fostering Entrepreneurship, Economic Development and Urban Revitalization” Africa Academy of Management, 3rd Biennial Conference</p> | <p>January 2016</p> |
| <p>“How Colleges, Universities and Economic Development Organizations Can Collaborate to Promote Entrepreneurship and Nurture Young Businesses” International Economic Development Council ED+Ed Training</p> | <p>October 2015</p> |
| <p>“Data, Deal Making and Final Tools Accelerating Neighborhood Transformation” Urban Innovation Summit</p> | <p>June 2015</p> |

“University Based Urban Entrepreneurship Programs” October 2014
Coalition of Urban Metropolitan Universities Annual Conference

“Connecting the Community, Projects, People and Progress” April 2013
TEDxNJIT

PROFESSIONAL MEMBERSHIPS

- International Economic Development Council 2006 to Present
- Urban Land Institute 2006 to Present
- International Council of Shopping Centers 2005 to Present
- Real Estate Executives Council 2005 to Present
- Alpha Phi Alpha Fraternity 1992 to Present

AWARDS / HONORS

- Leadership New Jersey, Fellow 2015
- La Casa de Don Pedro, Social Justice Champion 2014
- Prudential Foundation Nonprofit Executive Program, Fellow 2013
- Aljira Inc., Timehri Award for Advocacy in the Arts 2013
- Chicago Marathon, Finisher (proud but slow) 2005
- Bradley University, Outstanding Young Graduate Award 1999
- Leadership Greater Chicago, Fellow 1998
- U.S. Small Business Administration, Illinois Young Entrepreneur of the Year 1996

SERVICE TO THE PROFESSION

- Equal Measure, Board Member 2019 to Present
- New Growth Innovation Network, Co-Chairman, Board of Directors 2018 to Present
- International Council of Shopping Centers (ICSC), Urban Markets Taskforce 2018 to Present
- Economic Development Research Partners, Member 2015 to Present
- International Economic Development Council, Board Member 2015 to Present

SERVICE TO THE UNIVERSITY

- Rutgers University Newark, Express Newark Strategic Advisor 2016 to Present
- Rutgers Business School, Business Community Engagement Symposium Committee Member 2015 to Present
- Rutgers Business School, Contributing to the Economy of Newark and New Jersey Committee Chairman 2014 to 2015

SERVICE TO THE LOCAL COMMUNITY

- Newark Community Economic Development Corporation, Interim CEO (Mayoral Appointee) Nov 2018 to Feb 2019
- Newark Arts Council, Board Member and Treasurer 2016 to Present
- Cook County Land Bank Authority, Board Member 2015 to Present

- Newark Workforce Investment Board, Board Member and Treasurer, 2012 to 2014
(Mayoral Appointee)
- Chicago Planning Board, Commissioner (Mayoral Appointee) 2004 to 2009
- Illinois Housing Development Authority Trust Fund, Vice Chairman, 2000 to 2009
(Gubernatorial Appointee)