Marcia White is a Council Member on the Ogden City Council. In her second term, she has focused efforts toward applying data-driven solutions, financial and operational stability, and bringing forth actions relating to sustainability for Ogden City. She brings business expertise to the city and the council through education and policy. Marcia has also advocated for government transparency by reaching out to the Ogden community through round table discussions and social media efforts. Serving on several boards with diverse missions and constituents, Marcia is active with the Ogden-Weber Legislative committee. She was recently elected to the Board of Directors for the Utah League of Cities and Towns, representing 249 cities and towns at the state and federal levels.

Marcia is a senior manager with the Coker Group, a national healthcare consulting company. She works with hospitals, physician groups, and insurance companies in several capacities, including revenue cycle management, business development, and strategic planning.

Marcia received a Bachelor of Science degree in Industrial & Management Systems Engineering and Master of Public Administration from the University of Nebraska. When not serving her community or working, you can find Marcia riding her bike, walking her dog, or fishing (usually not catching) with her wife in the place we call home.

David C. Smith is Vice President and Global Head of Occupier Insights for Cushman & Wakefield. He produces thought leadership content focused on how economics, demographics, technology and space usage trends impact commercial real estate users and investors. David has been a presenter at CoreNet Global’s North American Summit and a main stage speaker at the NHMC Annual Conference and BOMA China’s Annual Conference. He has also contributed to or been quoted in various publications, including Globe Street, Forbes, NAIOP, Bisnow, Commercial Observer, and CoreNet Global.

David previously spent over a decade at Kingsley Associates, a leading provider of research and benchmarking solutions to real estate companies around the world. In addition to providing consulting services to global real estate companies, he was also involved in several industry-wide thought leadership partnerships with BOMA and NHMC. David received a Bachelor of Arts degree in public policy from Duke University.

Kamal Nigam is an engineering director at Google, building the systems that help people use Google for shopping. He is also a co-founder and site lead for Google's 700 person Pittsburgh office. Outside of work, Kamal chairs the Riverlife board of directors and serves on the boards of The Pittsburgh Foundation and the Pittsburgh Technology Council. He has previously been an adjunct faculty member at the Machine Learning Department at Carnegie Mellon University.

Specialties include: data mining, machine learning, information extraction, text classification, text categorization, sentiment analysis, information retrieval, and engineering management.

Kamal holds a Ph.D. in Computer Science from Carnegie Mellon University and a Bachelor's degree from Massachusetts Institute of Technology.

Rob Robinson is chairman for UDA since 2006. Rob has led UDA’s growth into broader national and international markets. Rob is committed to a design process that results in a shared vision for the future with innovative, yet practical strategies for implementation. His approach to finding common stories and then exploring urban design options through three-dimensional drawings builds a consensus among different stakeholders. Rob leads UDA teams in the design of urban districts, neighborhoods, and new communities that reflect the unique qualities rooted in the heritage of a place and envisioned by the people who live there looking forward.

Prior to joining UDA, Rob worked in affordable urban housing development in Richmond, Virginia. Rob is the principal author of The UDA Handbook, 2nd Edition, and The Architectural Pattern Book with Ray Gindroz as well as numerous papers and publications on urbanism, shelter issues and approaches to housing and housing assistance. Rob earned a bachelor’s degree in Architecture and Urban Planning from Virginia Polytechnic Institute and State University.

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Welcome and introductions by Guy Letendre, WSU Economic Development Director

Opening remarks – Marcia White, Council Member on the Ogden City Council

David Smith - VP Cushman and Wakefield, "The Future of the Workplace"

Kamal Nigam - Engineering Director Google Pittsburgh, "Talent Attraction Best Practices, How and Why Google chose Pittsburgh"

Rob Robinson - Chairman Urban Design Associates, "Evolving Urbanism in the Knowledge Economy 2.0"

Questions & Answers