



Jael joins our team as the Senior Program Manager for Real Estate Services. In this role, Jael will help to build the Centralized Real Estate Accelerator (CREA) program infrastructure, build coalitions to advance change, develop a client pipeline and direct services toward clients, and be a thought leader in regional community development. She will play a key role in Neighborhood Allies' effort to transform community development in the Pittsburgh region by advancing a systems-level change agenda while also providing ground-up support to communities and small developers.

Prior to joining Neighborhood Allies, Jael served as the Director of Market Research at the Pittsburgh Regional Alliance (PRA), an affiliate of the Allegheny Conference on Community Development (ACCD). While managing the PRA real estate and GIS systems, Jael actively maintained relationships with key stakeholders and partners within the

development industry. She was responsible for tracking and reporting on the available commercial real estate inventory and trends within the 10-county Southwestern Pennsylvania (SWPA) region. She provided acute market intelligence to businesses looking to locate or expand in the region. In 2016, Jael earned her real estate license through the Realtor's Association of Metro Pittsburgh, and in 2017 expanded her skills to include ESRI ArcGIS mapping and data visualization.

Jael joined the PRA in 2002, playing a critical role in strategic marketing, business investment recruitment, and market intelligence for the 10-county SWPA region. Over that time, Jael held multiple economic development and marketing roles including Business Information Specialist and Director of Global Trade. She also conducted foreign direct investment research, developed and executed market-entry strategy forums and other trade development programs to increase the global competitiveness of SWPA. In addition to her work at the ACCD, Jael has extensive experience in entrepreneurship, real estate redevelopment and reuse, brokerage operations, site selection consultation and community development services. Jael has also been broadly involved with the Urban Land Institute (ULI) of Pittsburgh, including serving as a member of Women's Leadership Initiative Events Planning Committee, and as Chair of the Placemaking Awards Committee. She also represented the ACCD in relationships with The Council for Community and Economic Research (C2ER), The International Economic Development Council (IEDC), The National Association of Industrial and Office Properties (NAIOP), and other organizations engaged in regional marketing, commercial real estate and economic development.