



## Heather Presley-Cowen



*“Housing is economic development. Economic growth is optimized when we build enough of the housing that the talent we want to attract and retain can afford in places that make all of us happy to be there.”*

Specializing in working with government, community & business leaders to design customized, “homegrown” solutions to address local housing and community development needs, Heather Presley-Cowen brings more than 25 years of housing & economic development-related experience to communities seeking to grow and thrive in today’s tough economic environment. After nearly two decades of working with Indiana’s second largest city as its senior executive responsible for directing, developing, and planning the overall housing and neighborhood development strategies for the Fort Wayne area, in 2010 Presley-Cowen created CED Services, an Indiana certified minority-owned women’s business enterprise.

A self-described capital stacker, Heather invented the Housing Optimization Market Empowerment (H.O.M.E.) Method, a proprietary housing delivery system designed to expedite and optimize workforce housing solutions. Working with elected officials and community leaders to undertake large- and small-scale housing-related placemaking initiatives is Heather’s forte. Heather possesses a wealth of experience in community & economic development, strategic planning, leadership development and public policy, including both financial and programmatic administration of federal funds. In 2020, she co-founded the Housing Resource Hub (“The Hub”), a nonprofit housing development organization and launched Club 720®, a SaaS model fintech platform that concurrently delivers individual and community resiliency by bridging the wealth gap one relationship at a time.

Presley-Cowen’s work with improving performance in local government has been highlighted in publications regarding government efficiency and productivity. Her work with improving development permitting processes can be found in publications by Quality guru Michael George’s books on Six Sigma and in former Fort Wayne Mayor Graham Richard’s book, “Performance is the Best Politics”. Heather’s work in developing Fort Wayne’s rental housing policies was highlighted in a National Housing Conference article on promising practices with the Neighborhood Stabilization Program. Presley-Cowen’s work in setting the table for downtown development was highlighted in the January 2017 issue of Novogradac’s *Journal of Tax Credits* and February 2020, February 2022 and December 2022 issues of *Fort Wayne Magazine*. A two-time awardee of 40 Under 40, Presley-Cowen is also a featured presenter at numerous professional membership organizations and provides guest commentary in business articles on the various housing & community development-related topics.

### EDUCATIONAL BACKGROUND

- Bachelor of Business Administration, Indiana Wesleyan University
- Master of Management with emphasis in Leadership, Indiana Wesleyan University

### YEARS OF EXPERIENCE – 25+