



## 2019 EMERGING EXECUTIVES FORUM SPEAKER DIRECTORY

January 29 • Rocky Mount

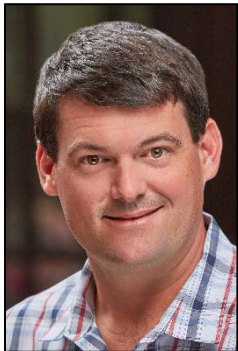


**EVAN COVINGTON CHAVEZ**

**Development Manager – Rocky Mount Mills**

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Evan Covington Chavez is the Development Manager for Capitol Broadcasting's redevelopment of Rocky Mount Mills. Boasting more than 250,000 s/f of space for living, working and playing, Rocky Mount Mills is already home to several breweries and restaurants as well as a bottle shop, office space and Nash Community College's brewery lab. Prior to joining Capitol Broadcasting, Evan was Vice President of Program Operations at Habitat for Humanity of Wake County and was the Director of Real Estate at Self-Help. She got her start working with Habitat for Humanity International in Latin America, assisting in the establishment of Habitat organizations in several countries.



**MICHAEL GOODMAN**

**Senior Vice President, Real Estate – Capitol Broadcasting Company**

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Michael Goodman leads one of the country's most dynamic urban mixed-use developments, the American Tobacco Campus in Durham. As senior vice president of real estate for Capitol Broadcasting Company Inc., the campus' owner and master developer, Michael manages the day-to-day activities of approximately 1,000,000 square feet of Class A office, restaurant, residential and retail space. He scopes and develops new projects and opportunities including Rocky Mount Mills, the American Underground startup hub (three locations in Durham, one in Raleigh), as well as solar/alternative energy real estate investments. Michael earned a BS in Mathematical Economics from Hampden-Sydney College and a Masters in Trust and Investment Management from Campbell University.



**SARA MAFFEY**

**Managing Director, Placemaking – Transwestern**

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Sara Maffey is the Managing Director of Placemaking at Transwestern, where she develops a sense of place for clients from a site selection perspective – helping companies identify the best geographic location to meet their business needs and fit their culture, to placemaking strategies at the asset level, curating tenants and amenities to develop ecosystems that create real business. Sara also founded Localhippo, a custom gift company that curates hyper-locally made goods and experiences for multi-tenant buildings. Previously, she was the founding principal of Edgewood Strategies, an economic development strategy consulting firm. She was also a Senior Consultant at Cushman and Wakefield, focusing on site selection and business incentives related to major national commercial and industrial real estate transactions. Sara is the Atlanta Chapter President of the Yale School of Management Alumni Association and a board member of the Yale School of Management Alumni Advisory Board. She earned her Bachelor of Arts *cum laude* in Urban Design and Architectural Studies from New York University. Sara received an MBA from Yale University.



**TYLER MULLIGAN**

**Associate Professor, Public Law & Government /  
Director, Development Finance Initiative – UNC School of Government**  
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Tyler Mulligan joined the School of Government in 2007, where he counsels state and local government officials and their partner organizations regarding development finance, community economic development and revitalization efforts. Tyler launched the School's Development Finance Initiative, which assists local governments with attracting private investment for transformative development projects, and now serves as director for the initiative. Prior to joining the School of Government, he practiced law with Womble Carlyle in Raleigh, where he represented investors and syndicators in structuring investments in real estate and related investment funds. He also represented corporations and local governments in site location and economic development incentive matters. Prior to private practice, he served as a Navy diver and JAG Corps officer. He is a member of the North Carolina State Bar. Tyler earned a BA in public policy studies, *summa cum laude*, Phi Beta Kappa, from Duke University and a JD from Yale Law School, where he was awarded the Yale University Elm-Ivy Award.



**LIZ PARHAM**

**Director, NC Main Street and Rural Planning Center – NC Department of Commerce**  
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Liz Parham serves as director of the NC Main Street & Rural Planning Center in the NC Department of Commerce. In her role since July 2008, she oversees the NC Main Street program, Small Town Main Street program, Downtown Strong Initiative and the Rural Planning program, and oversees the administration of the Main Street Solutions Fund program, a small business grant and technical assistance program. Liz has more than 32 years of experience in the field of downtown revitalization, having previously managed downtown revitalization programs in five cities prior to her work on the state level. In North Carolina, she was the executive director of the Chapel Hill Downtown Partnership, Uptown Lexington Inc., Main Street Lenoir, and the Old Greensborough Preservation Society. In South Carolina, she was executive director of the Uptown Sumter Association.



**KIMBERLY VAN DYK**

**Planning and Community Revitalization Director – City of Wilson**  
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Kimberly Van Dyk serves as the Planning & Community Revitalization Director for the City of Wilson, which houses the divisions of Planning, Community Development and Downtown Development. Her department focuses on long-range planning, smart growth and center city revitalization. In conjunction, she serves as the in-kind Executive Director for two nonprofit entities: Wilson Downtown Development Corporation and Wilson Downtown Properties. Prior to her appointment with the City of Wilson, Kimberly was Founder and Executive Director of Neighborhood Ventures, a nonprofit serving 20 historic business districts in Michigan. She holds an MPA, Graduate Certificate in Nonprofit and Government Leadership and Administration, and BA degrees in Communications and German, all from Western Michigan University.