



JUDE ANDERSON, MUP
ECONOMIC DEVELOPMENT
PRACTICE AREA LEAD

THE GOODMAN CORPORATION

Jude Anderson, MUP, is the Economic Development Practice Lead at The Goodman Corporation (TGC). He serves as a subject matter expert on a range of regional to local planning efforts that involve the development of economic development strategies, real estate development partnerships, and market analyses. As an urban planner by training and a skilled economic analyst, he focuses on ways the public sector can bolster and unlock private sector investments. He enjoys developing tailored research methodologies that connect the dots between quantitative data, community aspirations, and stakeholder engagement to develop innovative solutions to complex problems.

AREAS OF EXPERTISE

- Economic Development
- Community Development
- Strategic Planning
- Project Management
- Pursuit of Funding
- Stakeholder Engagement

CONTACT

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EDUCATION

Master of Urban Planning, New York University
 Bachelor of Arts, English, University of Texas at Austin
 Bachelor of Arts, Anthropology, University of Texas at Austin

CREDENTIALS

Member, American Planning Association (APA), Texas and New York Chapters
 Member, International Economic Development Council (IEDC)
 Member, Urban Land Institute, Houston

PROFESSIONAL EXPERIENCE

ECONOMIC DEVELOPMENT STRATEGY

Lead dozens of mid- to long-range strategic planning efforts to promote jobs and economic growth for local governments and economic development organizations. Engaging and managing projects under advisory or steering committees, boards, and community leaders responsible for stewardship of public investments. Developing and provisioning methodologies for assessing existing assets—including social, cultural, economic, and environmental—quantitative and qualitative data for a comprehensive landscape assessment. Practiced communicator focused on understanding articulating client aspirations, opportunities, challenges, implementation roadmaps with key performance metrics for evaluating progress. Focuses on prioritization of high-impact or catalytic initiatives, marketing, business or talent attraction, business retention, and incentive strategies aligned with community goals. Identifying short-term wins, and approaches to long-term efforts that help maintain momentum through implementation. Skillful in identifying areas of strategic alignment across institutions or organizations to creatively leverage resources and improve likelihood of project success.

ECONOMIC AND MARKET ANALYSIS

Experienced in leveraging a range of public and private data sets on population, demographics, economic growth, employment, as well as land and real estate. Designing and purveying unique methodologies for the market context or project-related inquiry. Engaging subject matter experts, local market professionals, development professionals, and landowners to understand how a local area can leverage regional, industry or national trends to make fiscally and economically sound investments. Experienced in delivery of market studies, economic profiles, forecasts and projections, economic impact analyses, and data dashboards.

PROJECT MANAGEMENT AND ADMINISTRATION

Experienced in multi-disciplinary team management and designing appropriately detailed but nimble project management tools to support clear communication, decision-making, and efficient execution. Early adopter and practiced user of a range of technology tools and software to automate and quickly access key project information and reporting, building institutional knowledge, and to support building capacity for agile thinking and innovation across and within project teams.

PROJECT FEASIBILITY AND FINANCIAL MODELING

Skilled in leveraging data to understand market fit and financial feasibility of site and land use plans to promote strategic scale or advantageous phasing. Developing a multi-year pro forma and financial model to understand project outcomes and sensitivity to risks in various stages of development and promote sound investment alternatives. Thorough financial assessments of project challenges and benefits given a range of programming opportunities. Tailoring models to needs of various sources and eligible uses of equity and financing opportunities.

- Life Sciences Innovation District Portfolio Study | University of Pittsburgh [2019]
- Inter-dependent Economic Development Strategy | Bowling Green, KY [2015]
- 5-year Economic Development Strategy Update | New Braunfels, Texas IDC [2015]
- 5-year Economic Development Strategy | Harlingen, Texas EDC [2015]
- Employer Survey & Economic Development Program Audit | City of Meridian, Idaho [2015]
- Downtown Revitalization Strategy | City of Cleburne, Texas [2013]
- 5-year Economic Development Strategic Plan | Buda & Cedar Hill, Texas EDC [2013]