



Shannon Loew

Hello. I am a leader in real estate motivated by tackling complex urban problems that improve how we live and work. I am a strategic and creative systems-thinker with an allegiance to user-research as a way to inspire innovation and build consensus in challenging political contexts. I have prior careers in communications and as an architect, working in Europe, Africa, and nationally with IDEO, Nike, IBM, McKinsey, and the City of San Francisco. I have created sustainable supply chain systems for global fisheries and the mining industry, designed new formats for grocery retail, and written economic development and land-use policy for cities. In 2008 at the height of the financial crisis, I founded FIX, a real estate consulting company that leads organizations through complex transformational projects with a human-centered approach. I'm committed to civic engagement, chairing the Seattle Design Commission and sitting on the Leadership Tomorrow Curriculum Committee. When not at work, I enjoy experimenting in the kitchen and getting into the mountains climbing, skiing, or biking with friends and family.

Select FIX projects

Pier 70 | Port of San Francisco | Forest City

Created the development strategy and continue to advise the Forest City team on this 28-acre waterfront redevelopment, leveraging historic industrial structures with local light-industrial and tech economies to create a new innovation district.

- \$2.7B project cost, Phase-I began in 2018
- 2.1M SF office & 2,150 residential units
- 750,000 SF historic rehab, light-industrial, and retail
- 9 acres of waterfront park and open space

The 5M Project | Hearst Corporation | Forest City

Created the development strategy and continue to advise on this 4-acre downtown redevelopment, repurposing the former Chronicle newspaper campus into a hub of creativity and production with integrated arts and entrepreneurial program.

- \$1B project cost, Phase-II to begin in 2019
- 1M SF of office & 700 residential units
- 3 historic building redevelopments
- 1.2 acres of parks and open space

The Future of Office

Produced this original two-year research project in 2008 to define what drives innovation and creativity in the gig economy. Interviewed 72 organizations in seven cities, building a set of insights that forecasted the return of tech back into urban centers and informed over 6M SF of commercial development for clients.

Chophouse Row | Seattle

Project managed this complex 45,000SF adaptive reuse project for Seattle's bespoke developer, Liz Dunn. Created the original massing designs and business model, cracking code to increase office area and building height while reserving 15% of developable area for public open space that has driven premium rents and had ULI name it one of the top 25 best projects in the world in 2016.

City of San Francisco Sustainable Resource District

Facilitated Mayor Newsom's 2008 initiative to convert Civic Center into the city's first eco-district, guiding 75 leaders through a program that defined the city's overall sustainability strategy.

City of Seattle Initiative on Commercial Affordability

Facilitated the Mayor's 2016 initiative to create new policies and programs in support of local small business. Guided Seattle's OED and the Advisory Committee in authoring its recommendations.

Additional FIX projects

Seattle Office of Economic Development

Transforming urban growth policies into tangible developments.

The Liberty Bank Project | Capitol Hill Housing

Navigating equitable and affordable housing within Africatown.

The Shared Roof Co-Housing Project

Leading innovation in commercial multifamily housing for families.

Rooted Communities | Byrd Barr Place

Empowering communities of color to lead urban growth locally.

Sustainable Global Fisheries | Ashoka

Designing systems for a new sustainable global supply chain.

Prior positions

IDEO | Palo Alto | Designer | 2006-2008

Designed solutions to complex systems problems for international companies in apparel, hospitality, mineral extraction, housing, and retail including large format food & beverage. Clients included Nike, Marriott, Rio Tinto, Giant Eagle, and Newland Communities.

Coop Himmelblau Architects | Vienna | Designer | 2005

Contributed to the Busan Film Center and Munich BMW Museum.

Morphosis Architects | Los Angeles | Designer | 2004

Contributed to the Cooper Union Center and Penang master-plan.

McKinsey & SAA | Johannesburg | Marketing Director | 2001

Led marketing and communications for a McKinsey incubation for South Africa Airways, inventing online adventure travel booking.

Wind River Systems | Alameda | Consultant | 2000

Designed the information architecture for this international embedded systems company's online B2B sales platform.

Ogilvy | New York | Account Supervisor | 1996-2000

Wrote and managed roll-out of communications strategy for the \$1B consolidated global IBM account, focused on supercomputing, including the RS6000 a.k.a. Deep Blue.

Saatchi & Saatchi | New York | Account Exec | 1995-1996

Wrote communications and media strategy for national advertising for General Mills, Jaguar, and Sara Lee.

Education

Harvard Graduate School of Design | MArch-I | 2006

Thesis designed a new transportation facility enabling ride-sharing (before Uber) to augment the transition between high-density public transit zones and suburbia at the head of the George Washington Bridge between New York and New Jersey.

NYU Film School | Professional Certificate | 2000

Directed, shot, and edited three original screenplays into short-format 16mm films.

Vassar College | Bachelor of Arts, Honors | 1995

Independent study on the social, economic, and environmental impacts of development, focused on New York's Hudson Valley.

Affiliations

University Washington Runstad Center for Real Estate | 2017

Affiliate Fellow, Housing Options, Sydney & Melbourne

Leadership Tomorrow | 2016 to present

Graduate & Curriculum Committee

Seattle Design Commission, Chair | 2012-2017

At-Large Commissioner

Seattle Street Vacation Advisory Panel | 2016

Convened by Councilmember Mike O'Brien

Big Brothers Big Sisters Program | 2014-2015

Puget Sound chapter volunteer

American Institute of Architects | NCARB | 2013

Licensed architect

U.S. Green Building Council | 2008

LEED accredited professional New Construction

Effie Award | 1997

Deep Blue & Magic Box campaign for IBM supercomputers

Ford Foundation | 1993

Environmental research grant in the NY Hudson Valley