

Progressive Urban Management Associates (P.U.M.A.) is a national leader in providing consulting services to advance downtown and community development. We provide management, marketing, financial and implementation tactics to help communities and organizations compete in a changing economy.

## MEET PUMA



### **Anna Jones** Vice President

Anna Jones provides project management and lead support for community development projects, downtown planning and business improvement districts. Her specialties include community outreach, plan development, public policy formation and business improvement district formation.

Prior to joining P.U.M.A., Anna had 10 years of experience in legal settings as an investigator and paralegal. She also spent several years working in Sri Lanka as a Peace Corps volunteer.

Anna currently serves as a mayoral-appointed member of the Denver Planning Board. She also served as co-chair of the East Colfax planning process in Denver which led to the first comprehensive citywide rezoning in nearly 50 years. Her work in this effort earned her several awards. She is an active volunteer in a variety of downtown and community development organizations.

Anna has a bachelor's degree in history from Western State College of Colorado.

### **Pamela Phox** Market Analyst

Pamela Phox manages all market evaluations for downtown and community planning efforts, including economic profiles, retail leakage analyses and consumer surveys. She has extensive experience in market research, survey design, plan development and project management.

Prior to joining P.U.M.A., Pamela created and managed the market research program of the Downtown Denver Partnership. This program, which includes a wide variety of real estate and economic data disseminated in verbal, written, graphic and digital formats, is viewed as the premier model for downtown management organizations throughout the nation. Prior to her work at the Partnership, Pamela provided research and program support for a variety of Denver-based organizations.

Pamela was a 2003 mayoral appointee to the Denver Landmark Preservation Commission.

She holds a bachelor of fine arts degree from the University of Denver and she pursues an interest in visual art.

### **Brad Segal** President

Founder and president Brad Segal has more than 25 years of downtown management and community development experience as both a practitioner and consultant. He is one of the nation's leading authorities on downtown trends and issues, strategic planning for organizations involved in downtown and community development, and creating and renewing business improvement districts.

Prior to establishing P.U.M.A., Brad designed and managed economic development programs to attract jobs and investment to downtown Denver as senior director of the Downtown Denver Partnership.

Brad holds a master's degree in business administration from Columbia University and a bachelor's degree in urban analysis from the University of California at Berkeley. He has served on the boards of directors of the International Downtown Association and Downtown Colorado, Inc., and has been a featured speaker on downtown issues in regional, national and international forums.

### **Jill Mendoza** Associate

Jill Mendoza, associate, provides project support for P.U.M.A.'s downtown management, planning and community development practices. Her specialties include strategic planning, economic development and marketing strategies, and market research.

Prior to joining P.U.M.A., Jill served as executive director for the Jackson Downtown Development Corporation in Jackson, Tenn., where she managed all facets of a non-profit economic development organization. She is experienced in the Main Street Four-Point Approach™ that includes program management in design, promotions, economic restructuring and organization.

Jill's prior work experience was in corporate marketing, including the development of marketing strategies designed to target the Hispanic market segment.

Jill holds a master's degree in business administration from the Thunderbird School of Global Management in Glendale, Ariz., and a bachelor's of science degree from the University of Colorado at Denver.

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