

## **DAVID SHELDON**

Vice President, Regional Director Europe/MENA/Americas

### **QUALIFICATIONS**

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David Sheldon heads up the firm's business activities for the Americas region out of the Los Angeles headquarters. As vice president, David's role is to develop relationships with prospective clients to help Jerde understand and articulate the clients' vision for their projects. David then helps formulate a business proposal to bring that vision to life. Once an agreement has been reached, David is a key conduit as a liaison between the clients and members of the Jerde design team and other specialty consultants to keep the attainment of that vision on track.

David's past experience as a Jerde design team member and Jerde's European regional manager has enhanced his ability to communicate effectively with clients from both a creative and a business perspective. David has played an invaluable role in projects that emphasize Jerde's visionary message of creating memorable places for people. In past years, for example, he has been an integral team member of several mixed-use and planning projects in the United Kingdom, Moscow, Kiev, and Amsterdam. He was also a member of the design team for large-scale projects such as the new World of Coca-Cola, the award-winning Hangzhou Lakeshore Development, as well as design for the Morongo Casino Resort & Spa.

### **EDUCATIONAL/PROFESSIONAL QUALIFICATIONS**

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Bachelor of Science, Department of Landscape Architecture, Colorado State University

Professional Affiliations: International Council of Shopping Centers, Urban Land Institute

### **PROJECT EXPERIENCE**

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#### **ATLANTIC CITY TOURISM DISTRICT MASTER PLAN - ATLANTIC CITY, NEW JERSEY**

By creating a clean, green, and safe city, the new Atlantic City Tourism District master plan sets out to attract more people through a realistic framework, transforming Atlantic City into the preferred coastal resort destination of the Northeastern United States. The approximately 1,700-acre master plan provides urban design principles for key improvements within the core areas including the Beach and Boardwalk, and major improvement initiatives along Atlantic Ave., Pacific Ave, and Michigan Ave to create a reinvented pedestrian experience.

#### **COVENTRY CITY CENTRE MASTER PLAN - COVENTRY, UNITED KINGDOM**

Coventry City has taken the initiative to create a master plan that would re-establish itself as a world class city for the 21st Century. Jerde developed a strategic city centre plan to emphasize Coventry's historic dominance as an industrial powerhouse, a leader of social and ethical thinking, a center for peace and reconciliation to become the hub for ideas and interaction.

#### **WORLD OF COKE – ATLANTA, GEORGIA**

The new WOCC creates a unique and engaging destination attraction, a global touchstone, providing visitors with access to the heritage, values, and future of The Coca-Cola Company.

#### **MORONGO CASINO RESORT & SPA - CABAZON, CALIFORNIA**

The 660,000 square-foot Morongo Casino Resort & Spa is a high-end resort destination located at the center of the Morongo Reservation in California's high desert valley.