

NICHOLAS LALLA

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Visiting Scholar at UCLA's Luskin School of Public Affairs;
Writing Book on Inclusive Economic Growth Under Contract with HarperCollins

AREAS OF INTEREST

Inclusive Growth; Economic and Workforce Development; Innovation Ecosystems and Programs; Social Entrepreneurship; and Urban Resilience

EMPLOYMENT

- 2019-2023 **Tulsa Innovation Labs, Tulsa, OK**
Founder & Managing Director
- 2017-2019 **New York City Economic Development Corporation, New York, NY**
Assistant Vice President & Project Leader, Cyber NYC
- 2015-2016 **Deloitte Consulting LLP, Arlington, VA**
Consultant, Strategy & Operations
- 2013-2014 **Urban Land Institute, Washington, DC**
Analyst to the CEO & CCO

EDUCATION

- 2022 **Tuck School of Business at Dartmouth, Hanover, NH**
Certificate in Leadership and Strategic Impact
- 2012 **Cornell University, Ithaca, NY**
Master's in African American Studies, with Minor in American Studies
Special Focus: Post-Hurricane Katrina New Orleans Revitalization
- 2008 **Northwestern University, Evanston, IL**
Bachelor of Science in Communication, with Honors in Literature
Thesis: Racial Politics and Labor Protests in *A Confederacy of Dunces*

AWARDS, GRANTS, & FELLOWSHIPS

- 2023- **Visiting Scholar, Luskin School of Public Affairs, UCLA**

- 2023 Tech Hubs Designation (for Tulsa Innovation Labs) (one of 31 national winners), U.S. Economic Development Administration
- 2022 Build Back Better Regional Challenge Grant (\$38.2 million for Tulsa Innovation Labs and partners) (one of 21 national winners), U.S. Economic Development Administration
- 2021 Build to Scale's Capital Challenge Grant (\$266,805 for Tulsa Innovation Labs), U.S. Economic Development Administration
- 2020 InnoVision Ecosystem Award (for Tulsa Innovation Labs) (only U.S. finalist), CyberTech
- 2010-2012 Sage Fellowship, Cornell University
- 2007 Summer Research Grant (\$3,000), Northwestern University
- 2006-2008 Donald S. Perkins Scholarship, Northwestern University

PUBLICATIONS

Books

- 2025* Lalla, Nicholas. *Untitled* (book is on inclusive economic growth and innovation), HarperCollins Leadership. Under Contract.*
- 2015 Cisneros, Henry. *Urban Real Estate Investment: A New Era of Opportunity*, Washington, DC: Urban Land Institute (Contributor & Second Editor, with Adrienne Schmitz).

Articles & Op-Eds

- 2024 "How We Build Cities Can Help Us Overcome Traumatic Events." *Fast Company*.
- 2023 "How Good Movies Create Compelling Worlds." *Fast Company*.
- 2023 "Inside Oklahoma's Innovation Rush." *Stanford Social Innovation Review*.
- 2023 "To Innovate in Uncertain Times, Think Like an Urbanist." *Fast Company*.
- 2023 "Want Real Tech Innovation and Growth? Think Heartland, Not Coasts." *Fast Company*.

- 2022 “Economic Conditions Can Help Heal Oklahoma’s Rural, Urban Divide.” *The Oklahoman*.
- 2022 “Inclusive Growth for Heartland Cities.” *Stanford Social Innovation Review*: 57-58.
- 2022 “To Win Big in November, Focus on Building Thriving Cities.” *Next City*.
- 2022 “Stay Calm, Follow Data When Charting Tulsa’s Economic Future.” *Tulsa World*.
- 2021 “Why the Next Cyber War Should be Fought by the Heartland.” *Newsweek*.
- 2020 “Three Keys to Transforming Tulsa into a Tech Hub.” *Tulsa World*.
- 2014 “Overreliance on Tourism a Threat to Portland, Maine.” *Urban Land Magazine*: 69.
- 2014 “Rebuild by Design: A New Regional Model for Resilience.” *Urban Land Magazine*: 63-65.

White Papers & Research Reports

- 2022 Carter, C., DeVol, R., Florida, R., Hankins, J., & Lalla, N., “The Economy Forward Framework,” **Tulsa Innovation Labs**. (Project Director, Author, & Lead Editor).
- 2018 “Strengthening the Cybersecurity Talent Pipeline.” **NYCEDC White Paper**.
- 2014 “Waterfronts of Portland and South Portland, Maine,” **ULI Panel Report**.
- 2014 “Resilience Strategies for Communities at Risk,” **ULI White Paper**.
- 2013 “Downtown Tucson, Arizona,” **ULI Panel Report**.

SELECTED SPEAKING ENGAGEMENTS

- 2023 “How Rural Vitality is Shaping Innovation,” **Fast Company Innovation Festival**.
- 2023 “Partnerships for Lasting Change,” **MIT Solve’s U.S. Equity Summit**.
- 2022 “Inviting In: A National Coming Out Day Event,” **Q2 (virtual)**.
- 2022 “Building Trust in Communities,” **Stanford’s Nonprofit Management Institute**.
- 2022 “Building Innovation Hubs Outside Silicon Valley,” **South by Southwest EDU**.
- 2022 “Achieving Inclusive Growth,” **Aspen Institute’s Festival of the Diaspora**.

- 2020 “Finding Tulsa’s Tech Niche,” CyberTech-USA (virtual).
- 2020 “Untapped Potential: Innovating in the Heartland,” NWA Tech Summit.
- 2019 “Introducing Tulsa Innovation Labs,” Center of Gravity Event.
- 2019 “Global Lessons in Building Cyber Ecosystems,” Smart Cities Conference.
- 2019 “International Partnerships and Cyber NYC,” Australian Consulate-General, New York.
- 2019 “Securing the Future: A Conversation on Cyber NYC,” CyberTech.
- 2018 “Cracking the Code,” Working Nation Town Hall at Cornell Tech.
- 2011 “Racial Inequalities in New Orleans’s Master Plan for Recovery,” National Council for Black Studies.

SERVICE

- 2023- SXSX Pitch Advisory Board
- 2022- The Fast Company Impact Council
- 2021-2022 Tulsa Regional STEM Alliance Board of Directors
- 2020-2022 Holberton School LLC, Tulsa Board of Directors
- 2019-2021 Economic Development Sub-Committee, Tulsa Race Massacre Centennial Commission
- 2016 Resilience AmeriCorps Academy Subject Matter Expert