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**FOURTH ECONOMY NAMES SALLY J. GUZIK PRESIDENT AS THE FIRM CELEBRATES
15 YEARS OF IMPACT IN PENNSYLVANIA AND BEYOND**

PITTSBURGH, Pa. – [October 7, 2025] – [Fourth Economy](#), a national economic and community development consulting firm founded in Pittsburgh, is excited to announce the appointment of [Sally J. Guzik](#) as its president. This transition comes as Fourth Economy celebrates its 15-year anniversary. It represents a significant milestone in the firm's evolution, from its founding in 2010 to pioneering a successful remote work strategy in response to the COVID-19 pandemic, and most recently, its acquisition by global consultancy [Steer](#) in 2021. Since joining the firm four years ago, Guzik has served as its vice president.

Here, in Pennsylvania, where the majority of Fourth Economy's team is located, the firm is guiding the commonwealth's first Housing Action Plan. Commissioned by Governor Josh Shapiro, an interdisciplinary team, which includes Fourth Economy, is developing a five-year roadmap to expand access to attainable, affordable housing statewide. The firm is also helping create a 10-Year Strategic Plan to make Pennsylvania's food and agricultural industry more sustainable, resilient, and competitive.

Guzik takes the helm from Fourth Economy founder and CEO Rich Overmoyer, who grew the consultancy from a three-person startup into a nationally recognized firm that has delivered nearly 500 projects in 40 states. Building on her deep understanding of the company's core values and its people, including their strengths, Guzik will expand the firm's innovative approach to developing regional strategy.

"Handing leadership to Sally is both the right step and an exciting one," said Overmoyer. "She brings clarity of direction for where Fourth Economy is headed and has a vision that keeps us relevant as communities and economies evolve. Sally has been central to shaping our strategy for the past four years, and I am confident she will guide Fourth Economy into its next era of growth."

Overmoyer will continue with the firm as a senior vice president of strategic initiatives, focusing on expansion into new sectors and advancing Fourth Economy's role as a core business within [Steer North America](#).

Born and raised in a former steel town in Western Pennsylvania, Guzik is a first-generation college graduate and became a mother during the COVID-19 lockdown, experiences that continue to shape her professional perspective. A trailblazer in holistic, intersectional economic development, Guzik is outspoken about the need to support caregivers and build economies that foster economic mobility and generational wealth.

"Equitable access to resources and opportunities is foundational to building strong economies," said Guzik. "For 15 years, we've partnered with places to build resilient communities, attract investment, and create an economy that works for everyone. But the landscape is shifting; communities are adapting to demographic change, addressing climate pressures, and positioning themselves for new opportunities. Leadership must build trust, center lived experience, and make certain that the people on the ground feel the benefits of change and growth."

Before joining Fourth Economy, Guzik launched the Philadelphia location of the Cambridge Innovation Center (CIC), which featured the second-largest shared wet laboratory in the world for entrepreneurs. As the youngest executive director across all CIC locations—a distinction that remains true today—she built a leadership team reflective of the diverse communities it served. Under her leadership, CIC Philadelphia created the company's first Social Impact Cohort, which has since expanded globally and attracted Backstage Capital, a venture capital firm focused on underrepresented entrepreneurs.

Since 2021, Fourth Economy has doubled in size, growing from a team of 10 Pittsburgh-based practitioners to 20 national experts located in key geographies across the country. As part of Steer, Fourth Economy's reach expands further to include 500 consultants from 25 offices worldwide, bringing over 40 years of experience across more than 28,000 projects.

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