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**FOURTH ECONOMY NAMES SALLY J. GUZIK PRESIDENT
AS FIRM CELEBRATES 15 YEARS OF IMPACT**



BROOKLYN, N.Y. – [October 15, 2025] – National economic and community development firm [Fourth Economy](#) has appointed [Sally J. Guzik](#) president. This transition comes as the company celebrates its 15th anniversary. Guzik joined Fourth Economy in 2021 as vice president, the same year it was acquired by global consultancy [Steer](#).

Guzik takes the helm from Fourth Economy founder and CEO Rich Overmoyer, who grew it from a three-person startup into a nationally-recognized organization, which has delivered nearly 500 projects in 40 states. Building on her deep understanding of the company's core values and its people, Guzik will expand the firm's approach to utilizing human-centered engagement, holistic data analysis, and creative strategy to help communities thrive.

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

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

Since Guzik arrived, Fourth Economy has doubled in size, from 10 Pittsburgh-based practitioners to 20 experts in key geographies. As part of Steer, the firm collaborates with 500+ consultants in 25 offices worldwide, drawing on a shared legacy of over 28,000 projects and 40 years of experience.

Born and raised in a former Western Pennsylvania steel town, Guzik is a first-generation college graduate whose lived experience informs her approach to inclusive growth. Becoming a mother during the COVID-19 pandemic further shaped her advocacy for supporting caregivers and building economies that promote 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 that attract investment. Today, communities are adapting to demographic change, addressing climate pressures, and positioning themselves for new opportunities. Our role is to help leaders build trust, center lived experience, and ensure that everyone benefits from growth."

Across the nation, Fourth Economy advances landmark projects that strengthen organizations, communities, economies, and industries. In Pennsylvania, the firm is guiding the development of the first Housing Action Plan commissioned by Governor Josh Shapiro, by creating a five-year roadmap to expand attainable, affordable housing statewide.

In Michigan, the firm is working with the Flint & Genesee Economic Alliance to identify best practices for supporting local business growth and strengthening the region's readiness for new investment.

In New York, Fourth Economy partnered with the Central New York Community Engagement Committee to shape \$500M in community investment from Micron Technology's historic \$100B private-sector investment in the region.

"I am thrilled about Sally's appointment as Fourth Economy's next president," said Melanie Littlejohn, executive director, Central New York Community Foundation. "Sally's leadership in our Community Priorities process was remarkable. She listened deeply, built trust across diverse stakeholders, and turned community aspirations into a framework guiding one of the most significant investment funds in our region's history."

Prior to joining Fourth Economy, Guzik launched Cambridge Innovation Center (CIC) Philadelphia, home to the second-largest shared wet laboratory in the world for entrepreneurs. As the youngest executive director in CIC's history—a distinction she still holds—Guzik built a leadership team reflective of the city's diverse communities and founded the company's first Social Impact Cohort, now a global initiative.

Guzik's appointment accelerates Fourth Economy's growing role within Steer's North American operations, reinforcing a shared commitment to integrating economic development, mobility, and innovation strategies.

"Sally's leadership is a huge gain for our work in North America," said Herbert Higginbotham, executive president, Steer North America. "Her ability to link workforce, housing, and innovation into holistic strategies is what communities need and what our partnership with Fourth Economy was built to deliver."

Learn about Fourth Economy's work in building resilient and inclusive communities at www.fourtheconomy.com or contact engage@fourtheconomy.com to explore opportunities for partnership and collaboration.