



KEYNOTE SPEAKER
SHAHEEN
SADEGHI
PRESIDENT AND CEO



PROFESSIONAL BIOGRAPHY

Following a successful career in the action sports industry, including positions at VF Corp.; Gotcha; and president of surfing giant, Quiksilver, Shaheen has taken his international expertise to the unconventional place of community revitalization and redevelopment. His initial project, the LAB Anti-Mall, now 22 years “young,” continues to garner international acclaim. Other notable projects include the first “green” retail center, the CAMP, which more than 10 years later still inspires the marketplace for sustainability and environmentalism. Shaheen is also responsible for the development of SoBECA (South of Bristol, Entertainment, Culture, and Arts), which is a thriving retail and residential arts district within Costa Mesa. His projects include The BOX, Gods and Heroes, SOLO (a creative co-op workspace), DAX Gallery, and The Plant Stand.

More recently, LAB Holding restored several California historical landmarks, including the restoration of the Casino San Clemente (1937) and the revitalization of three city blocks in downtown Anaheim, branded as Center Street (2011) and the Anaheim Packing District (2014). Opening last year, was the groundbreaking repurposing of the Anaheim Packing House (1919) into a community-based artisan food hall, as well as Farmers Park, a community culinary and education-based greenbelt. Already completed is the restoration of the historic Packard Building (1925), housing the rebirth of the Anaheim Brewery, as well as an adjoining eatery.

Additional projects of the LAB Holding’s retail and culinary division include the development of SEED People’s Market, a green department store; Healthy Junk, vegan cuisine; Delifornia, a West Coast deli; The GOOD Haberdashery; Heart & Sole; Home Eco:Nomics; Barber, a barber shop and neighborhood bar; Ink & Bean, a writer’s coffee shop; Cook’s Chapel, a community event venue; Lemon Drop, a juicery; and BXCR, a wine bar.

Shaheen has been a guest speaker at the TED Conference, as well as ULI Conferences. He has been a consultant to Fortune 500 companies, such as General Motors, VW, McDonald’s, and Nestle among others. He is consistently listed in “the O.C.’s top 101” and the L.A. fashion industry’s “Top 25”, and is a recipient of the Hall of Fame Award for Community Revitalization in Costa Mesa, Mayor’s Award for Costa Mesa, and Developer of the Year Award in Anaheim. Shaheen serves (or has served) on the boards of South Coast Metro Alliance, CM900, Costa Mesa Chamber of Commerce, The Muzeo, The Downtown Anaheim Association, The Ecology Center, and Vanguard University.

Awards include:

Oange County Business Journal Excellence in Entrepreneurship Award

The Mayor’s Award from the City of Costa Mesa

Hall of Fame Award for Revitalization of the SoBECA District in Costa Mesa

Developer of the Year Award, Chamber of Commerce, City of Anaheim

California Preservation Design Award 2013, California Preservation Foundation

International recognition by the BBC, NY Times, LA Times, USA Today, Boston Globe, London Financial Times, NPR, and the Wall St. Journal, among others.

Frequent speaker at TED conferences

Shaheen holds a BA degree from Pratt Institute in Brooklyn, NY.