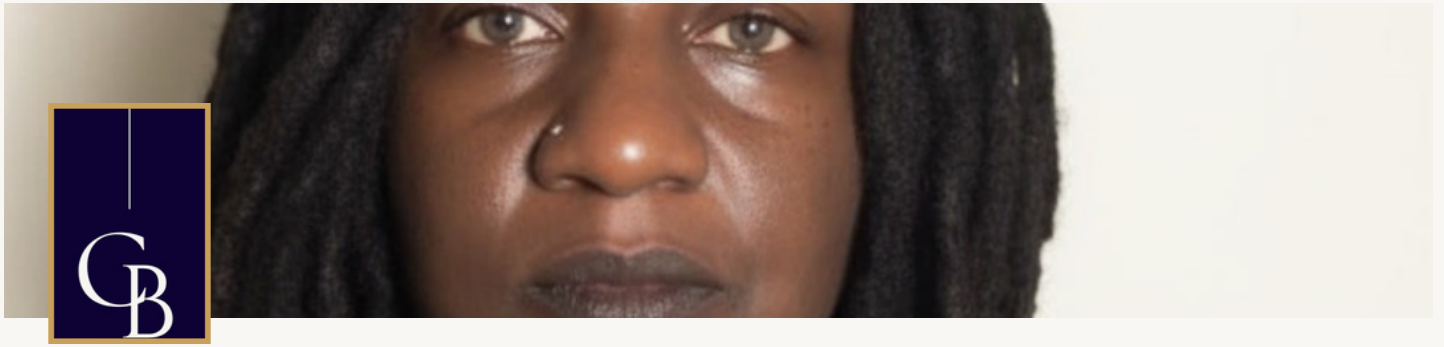




CASSONDRA BOWDEN

DIGNITY LIVE SESSIONS

SPEAKER · ARMY VETERAN · FOUNDER, HEYOKA FIRE CORP

BALTIMORE, MD

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"WE COUNT UNITS. WE DO NOT COUNT WHAT IT IS LIKE TO BE IN ONE."

ABOUT

Cassandra Bowden works on what buildings do to the people inside them. Light, sound, air, the walk to your own front door — decided early, by people working to a budget, and then permanent. Somebody lives inside those decisions for a decade.

She enlisted at seventeen and served in logistics and operations, with two deployments to Iraq. Logistics teaches you that outcomes come from arrangements rather than effort. That is still how she looks at a building.

She founded Heyoka Fire Corp, working on housing for unhoused adults in East Baltimore, and is Managing Principal of Mirror Point Capital. She funds and restores the buildings she talks about.

TWO SESSIONS

EQUITY IN THE LIVING SPACE

We are very good at counting units and very bad at asking what it is like to live in one. What a building asks of a person every day, and what that does over five years.

FOR: Housing organizations · Civic bodies · Universities · Justice-aligned institutions · Developers

DIGNITY AND THE ASSET

Dignity is not the soft part of this conversation. It is the part the numbers rest on. A tenant who is uncomfortable leaves, and turnover is the most expensive thing that happens in residential asset management. FOR: Developers · Asset managers · Lenders · Impact investors

DIGNITY LIVE

Dialogue rather than delivery. Everybody has lived somewhere that did something to them — what is missing is a vocabulary for it, and permission to say it in a professional setting.

60-minute keynote · Half-day workshop · Leadership session · Panel moderation ·
Virtual or in person

BACKGROUND

Army veteran — Logistics and Operations, two deployments, Iraq
Founder and Chair, Heyoka Fire Corp · Managing Principal, Mirror Point Capital
Certified Private Lending Associate, AAPL

· Real Estate Financial Modeling, Levels 1–3 Member: National Apartment Association ·
Maryland Multi-Housing Association · Maryland Nonprofits

SELECTED ENGAGEMENTS

Philadelphia Veterans Day Parade — keynote
Temple University — guest lecture
European Forum for Restorative Justice
Association for the Study of Law, Culture and the Humanities

I M N

"Cassandra doesn't just speak — she shifts atmospheres." — Leadership participant, Baltimore

INQUIRE ABOUT A SESSION

cassondrabowden.com · heyokafire@proton.me



HEYOKA FIRE

SANCTUARY & RESTORATION