

JEFF MUIR | Curriculum Vitae

FAIRVIEW PARTNERS CONSULTING LLC

■ The Fairview Approach

Led by Jeff Muir, Fairview Partners is built on the philosophy of structural synthesis. With a career defined by enforcing boundaries and architecting systems for high-stakes environments—from historic preservation to creative/maker domains to boutique real estate—Jeff and his team translate complex business visions into "built-to-last" back-ends. Fairview specializes in providing the structural guardrails that allow creative and mission-driven ventures to scale with integrity, ensuring the business serves the mission, rather than the mission being consumed by the business.



■ Education

B.A., Philosophy — University of Michigan (Ann Arbor) Focus on ethics, logic, and cross-discipline structural synthesis.

■ Business, Entrepreneurship & Operational Logic

Founder — [Fairview Partners](#): Consulting practice focused on boundary enforcement, operational clarity, and strategic stabilization for small businesses. After exiting day-to-day operational and business development management of Prospect Realty Group at the end of 2025, Jeff began work developing Fairview Partners as his next venture.

Founder — [Prospect Realty Group](#) (Ypsilanti/Ann Arbor): Built a boutique commercial real estate firm from scratch; developed back-end operational architecture, client systems, branding, and business development; reviewed business plans for commercial lease applicants. Established in 2023 and currently operating at 10 N. Washington Street in the heart of downtown Ypsilanti. Successfully transitioned to a silent partner role after architecting the firm's long-term operational systems.

Partner/Business Development Director — [Construction Jack Action Figures/Link Innovations](#): Involved from inception to marketplace, this toy line featured highly detailed Carpenter, Plumber, Painter and Electrician action figures. Featured in the *New York Times* and recipient of the [Parent's Choice Award](#), these were available online and in over 300 retail locations. 30,000 units were purchased by consumers and they remain highly collectable.

Boutique Consulting & Micro-Advisory Work: Pitch-deck rewrites, website development, operational troubleshooting, negotiation preparation, and business logic reviews.

Video Production & On-Camera Instruction: Produced marketing and educational videos for business clients, combining on-camera presence with tutorials and interviews.

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■ Creative & Literary Work

Film Publicity & Production Support — [Ecco Homo](#) (2015): Responsible for North American social media for the award-winning Australian documentary about artist Troy Davies; worked under Emmy and Oscar-nominated producer Maya Gnyp.

Marketing Director — [Society of North American Goldsmiths](#) (2017–2019): Led national-level social media, marketing, and membership communications for a major arts organization serving academic metalsmiths, independent artists, and craft-based entrepreneurs.

Founder & Proprietor — [Gallery Ypsilantique](#) (2025): Gallery and 20th-century decor boutique adjacent to Riverside Arts Center; operated as summer-long pop-up boutique; active participant in the Ypsi/Ann Arbor creative community and supporter of Ypsilanti's [Neighborhood Theater Group](#).

Co-author — [The Electrician](#): An independent novel exploring family dynamics, religion, generational shifts, and mental illness.

Published Journalism: Written work featured in *Detroit News*, *Denver Post*, *Boston Herald*, *Seattle Times*, *Tulsa World*, and *Portland Business Journal*.

Graphic Designer & Visual Identity Builder: Created branding, posters, and annual calendar concepts for regional events including [Fifty First Jokes](#) at The Ark (Ann Arbor).

Managing Editor — *Diversity & Division* Magazine: A quarterly policy review of popular culture and media.

■ Regional Leadership & Civic Stewardship

Focus on messaging, policy, and the preservation of cultural and physical landscapes.

Commissioner — [Ypsilanti Historic District Commission](#) (2022): Appointed to enforce preservation standards, architectural reviews, and cultural-heritage stewardship within one of Michigan's most historically significant municipalities.

Campaign Manager — [Decriminalize Nature Ann Arbor](#) (2021): Directed communications and public-education strategy for a successful ballot initiative leading to county-wide decriminalization of entheogenic plants.

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■ Regional Leadership & Civic Stewardship

Campaign Manager — [Washtenaw County Purchase of Development Rights Initiative](#) (1998): Led strategy, messaging, and coalition coordination on a landmark land-preservation ballot initiative that ultimately led to the creation of the Ann Arbor Greenbelt Program.

Candidate for City Council, Ann Arbor, Michigan. Ran on platform of fostering better town-gown relations and focus on city-centric management competence vs. symbolic ideological posturing.

Elected Board Member, People's Food Co-op, Portland, Oregon. Served during a transition from very informal member-management to a more focused board with long-range planning and fundraising. Spearheaded capital campaign that resulted in significant expansion of the co-op building and services.

■ Strategic Communications & Policy

10+ years of messaging, persuasion, and public-facing narrative development in corporate and political environments.

Senior Government & Education Policy Specialist — Enron Corp. (Houston, TX, 1997–1998): Worked within a high-pressure corporate environment during a pivotal era in U.S. energy policy; responsible for community relations strategy development and philanthropy.

Senior Program Officer — Madison Center for Educational Affairs (Washington, D.C.): Awarded grants to student groups on college campuses to support independent student journalism.

Editorial Intern — [Roll Call Newspaper](#) (Washington, D.C.): Awarded competitive editorial internship under Sr. Managing Editor [Morton Kondracke](#); covered Capitol Hill and Congress; prepped Kondracke for media appearances.