

Rainey Shane

Rainey Shane serves as the Social Sustainability Director for JLL, where she manages social sustainability client consulting services for the Americas region. She is also the co-founder of SEAM, Inc., a 501c3 nonprofit organization that created the SEAM Certification™, which stands for social equity assessment method, and is a standard for addressing issues relating to the human stakeholders of a commercial real estate project, much in the same way that LEED Certification tackles climate change. SEAM is dedicated to the social impact of a real estate project to prevent harm and create positive sustainable outcomes that contribute to long-term systemic changes in areas of diversity, equity, inclusion, human rights, social justice, and prosperity.



Prior to founding SEAM Certification™ and launching Social Sustainability services, Rainey established and grew the Adaptive Reuse division for Project and Development Services' Southeast Central region. Her passion for adaptive reuse remains a strong influence on her work within the social impact space as they are so closely related.

Rainey has landed coverage in print outlets such as Bisnow, the Puget Sound and Atlanta Business Chronicles, Atlanta Journal and Constitution, Curbed and Atlanta Intown for her projects as well as her perspective on social impact and adaptive reuse issues. She is a sought-after speaker and instructor on topics of social impact and sustainability, equitable development, adaptive reuse, public-private partnerships, and economic development by organizations such as ULI, CREW, CoreNet Global, National Institutes of Health, USGBC's GreenBuild @ Home, Georgia Economic Development Association, AIA Georgia, GA Tech's Enterprise Innovation Institute, and GA Tech School of Architecture.