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Jeff Pioreschi, 36, has been named business development director for Capitol Places in Columbia. The job will involve “a little bit of everything,” he said, with a focus on starting and overseeing new apartment and condo projects in downtown Columbia.

Family: Wife, Amy; daughter, Sophie, 2; two Jack Russells, Tilly and Tag

Education: Attended Old Dominion University in Virginia

Career: Worked for Zeus Inc. in Orangeburg for eight years. Most recently, he served as medical products manager.

Hometown/childhood: Born and raised in Succasunna, N.J.

Hobbies: Enjoys playing with his daughter and reading

First job: “Hard labor” for his dad, who was building housing in New Jersey

Favorite book: “Leadership,” by Rudy Guilani

Role models: “My father, because he does everything with high integrity. He’s very motivated and passionate.”

Most valuable lesson learned: “I use prayer to steer me in the right direction, and I focus on solutions, not problems.”

Aspirations: To bring in excess of 500 apartments/condominiums to the Main Street area of Columbia

Greatest challenge: “Getting more people to believe in Main Street. It will take time, but as we bring more housing to Main Street and it starts to become a critical mass, everyone will benefit. This includes more arts, retail, restaurants, and truly make Columbia a 24-hour city.”

Career highlight: “They are yet to come. We’re working on several projects that will one day be considered highlights.”

Best business decision: Taking a job eight years ago that brought him to South Carolina

Worst business decision: Not moving to this state sooner

First choice for a new career: CIA agent

Pet peeve: Clutter

Favorite restaurant: Hampton Street Vineyards