

MARK BASSETT

Architecture, Technology and Art

Summary

Award winning design architect well versed in all aspects of technology management for architectural services delivery including GIS, FM, CAD, BIM and Virtual Reality (VR). Recognized industry leader in innovative technologies including cutting edge cross-product development, integration and implementation.

Relevant Accomplishments

At Gensler:

Led conversion of world's largest pure architecture firm from AutoCAD to Revit resulting in Gensler attaining the #1 position in the ranking of BIM Giants by Building Design and Construction magazine, by 2014.

Senior Designer on a multiple AIA Award winning project.

At Hillier Architecture:

Managed 'whole product' design practice infrastructure across multiple offices including purchasing, customizing and implementing an RFI and Submittal tracking system, and developing an in-house punch list application using voice and hand writing recognition on the tablet PC.

At Revit Technology:

As one of two Directors of Technical Sales, played leading role in the initial launch of Revit in the United States and European markets, additionally Introduced Revit to the Asian and Australian markets.

Built and co-lead a team that through direct sales, acquired the majority of the 150 largest US architecture firms as customers within the first 18 months of the products release.

At Next Wave Technologies:

Co-founded innovative technology company, prepared the business plan used for raising capital, led the creation of branding programs, sales collateral, and industry outreach including trade shows, marketing collateral and RFP responses.

At Convergent Group/EDS/McDonnell Douglas:

Served as Product Manager for a PC based CAD software product

Lead technical presenter for major federal bids

Assisted in industry presence and brand management through industry influence, ghost writing, and technical advice

Co-led design of Graphic Data System's second generation product suite, an object oriented integrated graphic and tabular database product for the Architecture Engineering and Construction (AEC), Facilities Management (FM) and Geographic Information Systems (GIS) markets.

At Wallace Roberts & Todd:

Led selection and implementation of integrated CAD and GIS system to the 120 person multidisciplinary firm of planners, urban designers, architects and landscape architects.

GIS lead on the Growth Management Plan for the State of New Jersey, the Critical Areas Plan for the State of Maryland, and the Hurricane Evacuation Plan for Munroe county Florida.

Designer on Liberty State Park Landscape Plan, recipient of a national ASLA Honor Award and a Pennsylvania Society of Architects Design Award in 1990

Personal

Award for Painting, New Zealand Academy of Fine Arts, 1981

Elected Artist Member of New Zealand Academy of Fine Arts, 1981

Primary Strengths

Developing product strategies targeted at achieving business objectives

Capacity to translate complex technology systems into user friendly platforms

Proven ability to re-engineer business processes and improve return on investment

Public speaking

Architectural Domain expertise; AIA and ASLA Award winning architectural designer

Visual design skills

Fine Arts; Inducted into New Zealand Academy of Fine Arts at age 21; multiple solo exhibitions and commissions

Application level developer on numerous platforms: Revit, Octane, Unity, using vb.net, C#, Lua

Speaking Engagements

Designing for User Experience

Presenter, Design Thinking Summit, San Francisco CA, Oct 2015

The Future of Architectural Visualization

AIA Washington DC chapter, Washington DC, Mar 2015

Introducing Sketchbook Designer

Autodesk University, Dec 2012

Building Information Modeling for Environmental Performance

Ecobuild, Washington DC, Nov 2009

Making a Case for Building Performance Modeling in Early Design

How various energy analysis conducted in the schematic design phase influence building form and mechanical systems:

Build Boston, Boston MA, Oct 2009

Minimizing the Downturn's Impact on BIM Delivery

How to deal with the issues managers/owners face in a major technology transition under difficult financial conditions:

Microdesk Building Success Series, New York, Philadelphia, Washington DC, May 2009

Design Slam

Autodesk University, Dec 2008

The Digital Design Firm. New toolkits for Design Innovation

Autodesk University, Dec 2008

Transforming the Process, From Inception to Execution

Interior Design's Design Exchange, New York, NY, May 2008

BIM and Its Impacts on Your Practice

NOMA, Association of Minority Architects National Conference, Washington DC, May 2008

Moving Architectural Practices to New Technology

São Paulo International Biennial for Architecture and Design, Nov 2005

Moving Architectural Practices to New Technology

National Building Museum, Feb 2005

Professional Experience

2005 - 2017 Gensler, Washington DC

Senior Associate, Director of Design Systems

Accomplishments

Reduced the number of primary tools used in the design & production process to two, and tightly integrated them with proprietary software to increase efficiency and quality of product

Built an architectural and interiors 3D component library and led the creation of a 1100 standard details library

Created and led BIM training program including a “train the trainer” program and personally trained 300 people

Initiated the Revit In-house application development program that produces custom tools

Developed and implemented hyper-speed GPU based rendering platform so that photo realistic rendering, animation and virtual reality experiences became an integral design and communication tool on every project

Worked in various capacities on over 90 architecture or interiors projects, including designing and documenting one of the firms first digitally fabricated structures

Recipient of 2 Gensler Annual Innovation Awards

Recipient of 1 Gensler Annual People’s Choice Award

Recipient of 1 Gensler Annual Gensler Design Excellence Award

Responsibilities

Direct responsibility for maintaining the digital infrastructure for 500 technical employees in eight offices within the Gensler SE region and managing the staff that services and supports them

Direct responsibility for ensuring Gensler is leading the profession in the adoption and implementation of high impact design, production and communication tools

Key member of the Gensler BIM oversight committee responsible for developing, maintaining and ensuring adoption of globally agreed upon standards and processes relating to document production

2002 - 2005 Hiller Architecture, Princeton NJ, New York NY, Washington DC

Director of Design Systems

Accomplishments

Initiated the firms conversion to the Revit platform

Implemented COTS RFI and Submittal Tracking System, designed and oversaw the development of a custom user interface on top of it that was more appropriate to the practice of architecture

Developed an internet based graphic collaboration tool, using transparent window technology to facilitate better and more immediate exchanges with clients

Designed and oversaw the development of a Punch List Application using pen and audio input on the Tablet PC

Worked in various capacities on several of the firms architecture projects

Responsibilities

Direct responsibility for maintaining the digital infrastructure for 180 technical employees in five offices within the United States and managing the staff that services and supports them

1999 - 2002 Revit Technology, Boston MA

Director of Technical Sales, Product Manager

Accomplishments

Primary presenter at the Revit product launch events in the following regions:

- United States, Boston USA
- Europe, London UK
- Asia, Singapore
- Pacific, Australia and New Zealand

Exceeded sales targets

Specified Revit based FM management vertical application.

Responsibilities as Director of Technical Sales

Ensuring that the company's global technical sales staff were able to execute at the required professional level. Working closely with the firm's marketing arm, developed and conducted technical sales training and presentations. Conducted mock sales calls, and rehearsed staff resulting in a confident team who delivered a consistent industry appropriate pitch, followed up with thoughtful and persuasive objection handling.

In conjunction with marketing, prepared product launch events, trade show and press materials

Work with industry influencers and press

Actively involved in Recruiting.

Responsibilities as Product Manager

Prepared product specifications for implementation in upcoming releases

1997 - 1999 NextWave Technologies LLC. Denver CO

Managing Partner

Preparation of Business Plan, identification and outreach to potential VC investors

Facilities, leasing of space, managing office build-out

Legal incorporation; LLC structure and documentation; Legal defense.

Market presence

Sales

Client relationships

1991 - 1997 McDonnell Douglas Systems Integration Company & Successors Companies, Philadelphia PA, Denver CO.

Technical Sales, Business Development

Marketing Communications

Product Management

2nd generation product planning

Wallace Roberts & Todd, Philadelphia, PA

CAD technology, selection, purchase and implementation

GIS technology, selection, purchase and implementation

Architectural Designer

Urban Designer

Project Manager

Education

Master of Architecture

Certificate in Urban Design, Architecture

University of Pennsylvania 1984 - 1986

Bachelor of Building Science

Bachelor of Architecture with Honors

Victoria University of Wellington 1979 - 1983

Certifications

Registered Architect, Pennsylvania. Past Membership in AIA. LEED AP BD+C

Activities

Artist Member of the New Zealand Academy of Fine Arts