

Professional Practice  
Committee

**AIA** Los Angeles

# 2023 Tech Conference

## Technology + the Business of Design



**Friday, Feb 24, 2023**

8:00AM - 4:00PM

**Hosted by HED**

**550 S Hope St, Suite 2500**

**Los Angeles, CA 90071**

**6 CES LUs**

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## Technology + the Business of Design

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# 2023 Tech Conference

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# PROGRAM

**8:00am - Coffee & Networking**

**8:20am - Presenting Sponsor**

**Kevin Soohoo - Director, AEC Practice, Egnyte**

**8:30am - FRAMING THE DISCUSSION**

**Leslie Sydnor, AIA - 2023 President, AIA Los Angeles & Director, Cumming  
Lauren Coles, AIA, LEED BD+C, CDT - Senior Associate & Project Manager,  
CO Architects**

**Sam Keville - Studio BIM Leader, NBBJ**

**8:45am - S1 - Technology and Business : Practice Disrupted -  
The Business Case for Technology to Elevate the Business of Design**

**Thesla Collier - Senior Associate, Gensler (Intro)**

**Evelyn Lee, FAIA - Global Head of Workplace Strategy & Innovation,  
Slack Technologies**

**Je'Nen M. Chastain, MBA, Assoc. AIA - Founder, Apostrophe Consulting**

**9:30am - S2 - Tech Trends: Automate The Mundane and Unlock Untapped  
Potential In Your Firm**

**Sam Keville - Studio BIM Leader, NBBJ (Intro)**

**Jason Rostar, CM-BIM - Corporate Practice Technology Leader, HED**

**Ron Smith, MBA-MPM - Account Executive, AEC, IMAGINiT Technologies**

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# PROGRAM

**10:15am - BREAK (15 min)**

**10:30am - S3 – Tech Trends: Demystifying Artificial Intelligence in A&E – From Buzz to Practical Use**

**Nicole Buhles, Assoc. AIA, CM-BIM – Practice Technology Leader, HED (Intro)**

**Leo Salcé – Principal, Avant Leap**

**11:15am - S4 - Technology and Business: Technology Implementations Case Studies: Collaboration, Workflow and Training**

**Thesla Collier – Senior Associate, Gensler (Intro)**

**Troy Barbu – Senior Associate, BIM & Technology Solutions Manager, AECOM**

**12:00pm - S5 - Design and Technology: Cyberphysical Architecture: Spectrum of Realities from Physical to Virtual**

**Sam Keville – Studio BIM Leader, NBBJ (Intro)**

**Guvenc Ozel – Principal, Ozel Office. Lecturer, UCLA AUD**

**12:50pm - Closing Remarks**

**Nicole Buhles, Assoc. AIA, CM-BIM – Practice Technology Leader, HED**

**1:00pm - LUNCH**

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# PROGRAM

### 2:00pm - BREAK OUT SESSIONS (concurrent)

#### Session #1 - Future of Work: Technology and Business: Do you want more time to Design?

Michael Chang – AIA, DBIA, LEED AP, CASp, NCARB, CDT – Studio Principal, AC Martin

Craig Atkinson, AIA, LEED AP, NOMA – Director & Senior Principal, Arcadis IBI Group

Sam Keville – Studio BIM Leader, NBBJ

Lauren Coles, AIA, LEED BD+C, CDT – Senior Associate & Project Manager, CO Architects  
(Moderator)

#### Session #2 - Future of Work: Navigating Hybrid Work – The Good, The Bad, and In-between

Melvin Williams, III, Assoc. AIA – Regional Practice Technology Leader, HKS (Moderator)

Brian Skowvron, Assoc. AIA – Senior Associate, Gruen Associates

Thesla Collier – Senior Associate, Gensler

Josh Weiss – Logic Technology Consulting Group

Alex Ault – BIM Manager, REX Engineering Group

#### Session #3 - Technology and Business: Think out of the Box, Externalize - Topic Outsourcing

Nash Reyes, Assoc. AIA – Director of Digital Practice, HMC Architects (Moderator)

Stella Debibi – Managing Director, Corbis Studio

Troy Gates – Director of Innovation, VinZero U.S. CAD

Blaine Grantham, CM-BIM – Founding Partner, TITAN AEC

Shobhit Baadkar – Founding Partner, TITAN AEC

#### Session #4 - META: Emerging Technologies In Our Data Center Design & Construction

Liwen Zhang, AIA – Infrastructure Design, META

Brian Martin, MBA – Infrastructure Engineering, META

### 4:00pm - ADJOURN

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### Organizing Committee

**Brian Skowvron, Assoc. AIA**

**Alex Ault**

**Nicole Buhles, Assoc. AIA**

**Michael Chang, AIA**

**Lauren Coles, AIA**

**Thesla Collier**

**Janvi Kanani, AIA**

**Josh Weiss**

**Melvin Williams, III, Assoc. AIA**

**Will Wright, Hon. AIA|LA**

**Carlo Caccavale, Hon. AIA|LA**

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