

HAWORTH®

Wm (Bill) Black B.Sc. LEED AP

National Director Strategic Business Solutions

10 Smed Lane SE, Calgary, Alberta, Canada, T2C 4T5

PHONE -403-203-6158 - MOBILE - 403-830-7477

bill.black@haworth.com - www.haworth.com



A Diverse Background

Bill is National Director of Strategic Business Solutions at Haworth, a Michigan based, leading global manufacturer of modular interior solutions for commercial office space and is based in Calgary, Alberta, Canada.

A Quantity Surveyor originally hailing from Edinburgh, Scotland, Bill obtained his degree at Napier University, while at the same time serving a six-year apprenticeship with Gibson & Simpson, a prominent well-established firm of Quantity Surveyors. Bill received his B.Sc. in 1987, and worked with two other similar firms until moving to Canada in June 1991.

Bill worked for 2 years in the Edmonton branch of a Toronto based Cost Consulting firm until 1993 after which he spent 6 years as a Senior Estimator and Account Manager with a large Calgary commercial sub contractor before joining Haworth in October 1999 in the Architectural division.

Bill quickly applied his expertise to the evaluation of movable walls and raised floors as well as the entire modular approach to commercial interiors. Bill's extensive travel over the years has taken him all across North America working on projects and business development activities. His construction and cost consulting background has enabled him to assist prospective clients, their design teams and contractors evaluate the change in scope and overall cost effect of implementing high performance buildings and workspaces. These financial validations cover a holistic breadth of cost in terms of first cost, cost of ownership, tax depreciation and overall value of high performance real estate solutions to each organization.

Bill is an ASID Distinguished Speaker, a LEED Accredited Professional and a featured speaker on the value of design, high performance, sustainable real estate and modular-interior construction process and costing. In April 2008 he joined 250 other Canadians in Montreal to be trained by Nobel Laureate Al Gore in the Climate Change program and is now a certified presenter on Climate Change.

The Language of Value

Decisions regarding real estate have historically been made primarily based on price. This has generated a focus on low bidding that has "commoditized" the entire supply chain from rent through professional architectural, design and engineering fees on to the cost of construction, cost of furnishings and all that is required to deliver a finished working environment. This obsession with first cost has eclipsed the language of value to the point where it is rarely considered in the decision. As a result short term initial cost avoidance decisions are made that pass on long term burdens of cost, social and environmental impact to future generations.

"These days Man knows the price of everything and the value of nothing." - Oscar Wilde

Companies and society at large are all beginning to realize that the long term consequences of such short term thinking are more expensive than the right strategic decisions in the first place.

Community concern as to the impact of the built environment, volatile energy and rising operating costs, measurable costs of ownership, the growing war for talent and the rising need for agility in the physical real estate that can match what is required by business are all combining to generate an appetite for value and not just price.

Reviews: Some reviews from Bill's different presentations around the country

"The presentation Bill Black did from your company was OUTSTANDING!!!! He should speak at National Corenet or any other presentation for that matter."

"We just got a better presentation at the local chapter 'for free' than what we would pay to go to Denver, San Diego, or Orlando to hear someone else try to do justice to the message & subject matter Bill did, with his depth, information that was useful, thought provoking humorous."

"I really enjoy a presentation that 'entertains' because that way it commits the facts to memory better than a dry - "name, rank & serial number canned power point" ..."

"I found the topic fascinating and Bill's ability to connect with the audience and deliver a powerful message is second to none."

"There is nothing more interesting to me than the power of intellect, it is great to see commitment to spreading the knowledge"

Just thought you should know, as we're all filtering back to our desks, the general sentiment is....that was phenomenal! Please send our impression and gratitude to Bill! And thanks to you for bringing him here. So much of what he said is so relevant not only to our profession, but personally what we're dealing with, management and downsizing.....wondering what's next - You must have a blast with him!

Writing etc.

Bill has also contributed to a number of published books and articles.

Most recently he co-authored "The Commercial Real Estate Revolution," published by Wiley.

Published July 2009, the book looks at the various levels of dysfunction inherent in the traditional commercial construction and real estate industry and brings together a compelling set of case studies, statistics and methodologies such as Building Information Modelling (BIM), Lean Construction and Integrated Project Delivery (IPD) as the ultimate ways in which higher levels of sustainability and financial performance can be realized in delivering results that have superior sustainable attributes and value.

