



WILLIAM N. LONG JR.

Owner Representation

Pre-construction management leadership in partnership with development leads, construction managers, client program managers, and sales directors. Through engagement directly with project leadership, partnering as a trusted advisor embedded in the owner's team, I provide creative design leadership, management support, assertive decision making, and broad consensus building. Desired outcomes are efficiently reached.

- Able to represent client's interests as an advocate for scope, design, schedule and cost while collaborating with and providing leadership to the full project design team.
- Specialized experience including development project feasibility studies, site yield studies, user operations research and analysis, market research, needs assessment and facility programming services.
- Development of design and process standards and consultant RFP and contracts.
- Experienced with integrated project delivery methods including hard-bid, negotiated contracting, design-build (emphasizing front-end design and project planning), construction manager at-risk, and fast-track project delivery.
- Project-type specialization includes new-build urban multi-family residential and mixed-use.
- Effective listening, mentoring and pestering.

Project Management

Professional project management skills with years of experience managing architectural projects, fostering client relationships, and directing project teams and sub-consultants for a variety of architectural project types with a focus in high density and high-rise housing, higher education, and special projects.

- Full range of services including project conceptualization, master planning, site planning and conceptual design, design implementation, and architectural construction administration services.
- Development and negotiation of project scope and fee proposals, prime architect and sub-consultant design service agreements.
- Creation and monitoring of project work plans, operating schedules and project delivery standards and procedures.
- Extensive experience with integrated design-build and fast-track project delivery methods.
- Supervision of multiple concurrent project teams and mentoring of individual staff members.
- A commitment to the principles of sustainable design.

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456 Florence Avenue
Oakland, CA 94618

Principal / Firm Leadership

Creative executive skills with experience managing and consulting to development, architectural design, and other service enterprises: providing strategic planning, operations, marketing, organizational design, process re-engineering, and finance leadership to a variety of businesses.

Key strengths include leadership, intuitiveness, effective communication, strategic planning and decision making, process analysis and re-engineering, team development, research and data analysis, and mentoring.

- Proven leadership skills including the ability to develop collaborative relationships that lead to successful results with staff, clients, consultants, builders, agencies and other key participants in the design and development process.
- Experience in developing relationships with new and existing clients that enhance the firm's competitive advantage and position in targeted market sectors.
- Successful design advocacy and firm leadership in multiple roles: principal, manager, or mentor.
- Effective creative problem-solving and strategy development.

Education Master of Business Administration, University of California, Los Angeles UCLA
Bachelor of Architecture, Arizona State University ASU

Certification LEED® Accredited Professional, United States Green Building Council USGBC

Affiliations Urban Land Institute ULI
San Francisco Planning and Urban Renewal Association SPUR

WORK EXPERIENCE

Katerra Inc. Menlo Park, CA 2018 - 2019

Design Client Lead: Primary client design liaison with UDR Inc. as well as providing development support services for other clients to the VP of Sales for New-Build projects and his team of New-Build Sales Directors. Pre-construction management leadership with client development managers, coordination and guidance of design and quality standards, facilitation of communication among internal business units, solicitation and execution of consultant contracts, massing yield studies/test and fit for potential opportunities, and documentation quality review.

Project Types: High-density podium market-rate transit-oriented residential and mixed-use; corridor and garden walk-up Katerra products; owner representation; and general training and mentoring.

UDR Inc. Denver, CO 2014 - 2018

Senior Pre-Construction Manager: Pre-construction management leadership with internal development managers, development of design and process standards and consultant contracts (primarily architect scope and agreements), massing yield studies/test and fit for potential opportunities, documentation design and quality review, and general training and mentoring.

Project Types: High-density podium market-rate transit-oriented residential and mixed-use and high-rise market-rate residential and mixed-use; owner representation; standards development.

Red3 Group Inc. Oakland, CA 2012 - Present

Principal: Business formation, operations and finance management, contract and fee negotiations, architectural design and entitlement services for private individuals and developer and construction management clients.

Project Types: Developer client support services; podium and high-rise market-rate residential; higher education; single-family residential; project forensics; and owner representation.

Kwan Henmi Architecture / Planning (DLR Group) San Francisco, CA 1997 - 2012

Principal and Senior Project Manager: Operations and finance management, contract and fee negotiations, project delivery systems, CAD production standards, architectural design and construction document services for a variety of residential and education clients.

Project Types: High-rise market-rate residential and mixed-use, high-density market-rate transit-oriented residential and mixed-use, transportation, commercial office, higher education, student housing, and retail.

Other Professional Experience

Management Consultant/Project Manager with Architectural Design Firms in California, Arizona and Minnesota: Planning, design, client presentations, and construction documentation for renovation and new construction projects. Marketing systems, financial consulting, project delivery systems and standards, production standards, needs assessment, facility programming, and feasibility studies, and a full range of professional project services.

Project Types: Commercial office buildings, medical clinics, research and manufacturing facilities, multi-family residential, stand alone and tenant commercial retail, university; and childcare projects.

REPRESENTATIVE PROJECTS

Residential

Cirrus (1590 Grove): Design-build residential project in Denver CO; a 282 unit, 431 garage parking, 5 story over 3 parking levels, 438,000 gross square foot residential apartment project; Katerra Inc.; hard construction cost of \$55M; Client design lead [Katerra] and preconstruction manager [UDR] (2017-19).

Dublin Station: Negotiated/design-build residential project in Dublin CA; a 220 unit, 7 story, 330 garage parking, 215,000 gross square foot residential apartment project; DCI Construction; hard construction cost of \$75M; Client design lead [Katerra] and preconstruction manager [UDR] (2016-19).

Vision on Wilshire: (Crescent Heights): Negotiated/design-build residential project in Los Angeles CA; a 150 unit, 416 garage parking, 18 story over 3 parking levels, 393,000 gross square foot residential apartment project; MATT Construction; hard construction cost of \$91M; Limited Construction management support as preconstruction manager [UDR] (2016-17).

Pacific City: Negotiated/design-build residential project in Huntington Beach CA; a 516 unit, 1,309 garage parking, 3-4 story over 1-2 parking levels, 768,000 gross square foot residential apartment project; Bernards Builders, Inc.; hard construction cost of \$193M; Preconstruction manager [UDR] (2014-17).

Union Market: Negotiated/design-build residential project in Washington DC; a 300 unit, 203 garage parking, 13 story over 3 parking levels, 336,000 gross square foot residential apartment project; John Moriarty Associates; hard construction cost of \$98M; Preconstruction manager [UDR] (2016-19).

Verve (Domain Mountain View): Negotiated/design-build residential project in Mountain View CA; a 155 unit, 252 garage parking, 4 story over 1 parking level, 315,000 gross square foot residential apartment project; CW Driver; hard construction cost of \$47M; Preconstruction manager [UDR] (2014-17).

The Residences at Jamboree (Kelvin): Negotiated/design-build residential project in Irvine CA; a 381 unit, 606 garage parking, 5 story, 640,000 gross square foot residential apartment project; Driver Urban; hard construction cost of \$68M; Preconstruction manager [UDR] (2014-17).

Gruen Residence: Consolidation of two penthouse units at the Soma Grand; plan modifications, interior design, and special lighting, security, and window treatments for a extensive private art collection, 2,500 square foot residential condominium; Webcor Builders; Principal in charge and project manager (2008-09).

Soma Grand: Fast-track, negotiated/design-build residential project in San Francisco; a 246 unit, 22 story, 450,000 gross square foot residential condominium project; Webcor Builders; hard construction cost of \$80M; Principal in charge and project director (2005-08).

Central Avenue Towers: Project director for the conceptual design of a high-rise residential project in Phoenix; two towers over a mixed-use and parking podium (2007).

Watermark: Fast-track, design-build residential project in San Francisco; a 136 unit, 22 story condominium project; Bovis Lend Lease; hard construction cost of \$45M; Principal in charge and project director (2003-05).

Solaire: Transit-oriented design-build residential project in South San Francisco; a 430 unit, 4 story, 450,000 gross square foot residential apartment and mixed-use project; Fairfield Residential; with hard construction cost of \$45M (2003-05).

North Quad Student Housing: Master plan and initial design of new student housing at CSU Monterey Bay in Seaside; master planning of a 50 acre site for 3,000 student beds; Phase 1 design-build bridging services for 706 student beds in suites/apartment style living units (2004).

Cal Poly Student Housing: Master plan and initial design of new student housing at California Polytechnic State University, San Luis Obispo; master planning and conceptual design for 745 student beds in suites and apartment style living units (2003).

The Paramount: Fast-track, design-build residential project in San Francisco; a 500 unit, 40 story, 600,000 gross square foot residential apartment and mixed-use project; Charles Pankow Builders; hard construction cost of \$95M; Principal in charge and project director (2000-03).

Commercial and Education

SFMTA Transit Management Center: Tenant Improvement project as a significant expansion, reconfiguration, and upgrade to the current SFMTA Operations Control Center in San Francisco, CA; Programming and Design in close association with a detailed Business Process Review; Creation of a new centralized management and control center integrating daily operations and event/crisis management across all SFMTA Systems. (2012).

Las Positas Science: Structural alterations, building-system rehabilitation, and architectural renovation for a LEED® NC rated joint use recreational and community center project in Livermore; estimated construction cost of \$13M (2009-11).

College of Marin Diamond P.E. Complex: Structural alterations, building-system rehabilitation, and architectural renovation for a LEED® NC rated joint use recreational and community center project in Kentfield; estimated construction cost of \$15M (2007-09).

Skyline College Design Build Bridging Documents: Programming, master plan implementation, and the conceptual design and preparation of RFP bridging documents for the development of three new campus buildings and site improvements at the College of San Mateo (administration, wellness, and automotive); estimated construction cost of \$250M (2007).

CSU Monterey Bay, Student Housing: Master plan, Conceptual Design and Bridging Documents for 330 units of design-build student housing in Seaside, CA (2005-06).

San Francisco State University College of Creative Arts and Business School: Assessment, programming and conceptual master planning for a new facility housing the combined programs at SFSU in San Francisco; master planning of a 242,000 gross square foot multi-use project with administration office, classrooms, multiple theaters, and support spaces with hard construction cost estimated at \$96M (2002).

Bridgeview Academy: Programming, master planning and schematic design services for a new private school in Foster City; 250,000 gross square foot mixed-use project with administration offices, classrooms, gym and pool, performing arts theater, chapel, and faculty housing (2000-01).

Management

Provided business planning, finance, operations, marketing, and project consulting to a variety of architectural and service businesses.

- Instrumental with the firm's strategic planning and visioning process.
- Directed an in-house design team and outside consultants with the firm's re-branding; designed promotional materials and various proposal/brochure publication systems.
- Developed individual project scope and fees; negotiated contracts; created project work plans and schedules; and directed task breakdowns.
- Created computer-based management templates for a variety of service firms to analyze business performance and assess project performance and profitability.
- Assisted with the reorganization of a small design-build firm's architectural business unit into a team based organizational structure providing a full range of professional services to targeted markets: developer-based production single family, multi-family residential projects, and corporate/commercial tenant improvements.
- Designed and implement process improvements to increase overall efficiency of the firm's project delivery process.