

MELISSA MARSH, ASSOC. AIA

FOUNDER & CEO



EDUCATION

Masters of Architecture
Massachusetts Institute of
Technology
Cambridge, MA

Bachelor of Arts
American Studies and
Architecture
Barnard College/Columbia
University
New York, NY

PROFESSIONAL ASSOCIATIONS

American Institute of Architects
(AIA) Associate Member, AIANY
Social Science Research and
Architecture Committee Co-
Founder, AIANY Pro Practice
Committee Co-Chair

Corporate Real Estate Network
(CoreNet) Volunteer, Speaker &
Luminary Award Winner

Environmental Design Research
Association (EDRA)
Speaker & Corporate Member

International Interior Design
Association (IIDA) Volunteer,
Sustainability Committee Leader

International Facilities
Management Assoc. (IFMA)
Member, Speaker & Volunteer

IFMA Foundation
Research Contributor & Speaker

MIT Club of New York, Volunteer
& Member

Society for Human Resource
Management (SHRM) Member

Transforming Architectural
Practice (TAP) Meetup,
Organizer

Melissa is an expert in **workplace strategy** and a leader in **change management** services. She has defined a career in workplace innovation by embedding the added value of real estate strategy within design, architecture and master planning projects around the world. Melissa began her career following the completion of her Masters of Architecture thesis entitled *Design for Achieving Strategic Business Objectives*. Working in both Europe and the US, Melissa has been on the forefront of delivering alternative workplace solutions, and has lead virtual teams throughout her career. She has contributed to courses for CoreNet, Worktech, spearheaded international learning and technology initiatives, and lectured at UVA, Cornell and MIT's Sloan School of Management.

RECENT PLASTARC EXPERIENCE

BOX

Los Altos, CA
Advisory on real estate and workplace strategy for a rapidly expanding enterprise technology company. We worked closely with Box's Workplace Services team to conduct occupancy studies, interviews and organizational research in order to make recommendations on future space and policy decisions, advocating for more seamless integration of culture, brand and technology into the workplace experience.

Global Peacekeeping Organization

New York, NY
PLASTARC guided this global organization in a study that would inform steps toward the implementation of flexible working, including a pilot environment its New York headquarters. Our team conducted a staff survey and utilization study to create a snapshot of the existing workplace conditions and readiness for flexible working, and served as members of the Flexible Workplace Working Group, providing communications support and design advisory

WPP/Millward Brown

Norwalk, CT
Guided the colocation of multiple companies for stronger organizational adjacencies within a more functional office that supports on and off-campus populations. Original research informed workspace scenarios for design, technology, and policy, in line with a change readiness plan supporting current and future collocations.

Capital One

Richmond, VA
Design, strategy and measurement of groundbreaking distributed work program for 600+ employees in mobile workplace.

Cisco Systems

San Jose, CA
Delivered strategic briefing, concept design and change readiness program for 1200 person, mobile campus.

GlaxoSmithKline

NJ, Research Triangle & PA
Developed research and design methods for combining office space and laboratory environments.

Morgan Stanley

New York, NY
Master Plan for NY Metro portfolio including 17 buildings plus restack and renovation of headquarters. Alternative and traditional workplace strategies for 4 trading floors and 10 office floors.

Pfizer

NY, NJ & PA
Mobility strategy, 4 million square foot programming, and change guidance following Wyeth merger.

U.S. General Services Administration

National Sites
Design and delivery of executive education program for 1,100 real estate specialist in 12 regions. Led national research delivery, developed one-week interactive design and business assessment (Rapid Engagement) projects including DOE, NPS, FAA.

Post-occupancy evaluations for **Fidelity Investor Centers, National Sites**; interior design standards and workplace pilot for **HSBC North America, NY**; senior visioning, strategic program and design narrative for **JWT, NY**.

Research and design of high security environments for **General Dynamics, DC**; workplace planning for **City of Gaithersburg, MD**; new ways of working and trend analysis for **Federal Reserve Bank, NY & DC**, strategic restack **Scholastic, NY**.

Other selected clients: **BBVA; HFMUS; KPMG**

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SELECTED PUBLICATIONS

PUBLICATIONS

Closing the Gap Between Facilities and Community Management. Work Design Magazine, 27 June 2014.

What Location Intelligence Means for the Workplace. Work Design Magazine, 29 May 2014.

User Experience Design Revives Corporate Real Estate. Work Design Magazine, March 2013

Degrees of Change: Opportunities for Real Estate and Design Professionals, October 2011.

GSA Requirements Development Process. Winner 2010 Achievement Award for Real Property Innovation.

Your Workplace Questions? Answered. Center for Workplace Innovation, 2010.

Workplace for Fusion. (GSK Consumer Health Case Study) ECIFFO #53, 2009.

Workplace Matters. US General Services Administration, 2007.

Impact of Office Design on Business Performance. Center for Architecture and the Built Environment, UK, 2004.

eOCULUS, AMERICAN INSTITUTE OF ARCHITECTS NEW YORK CHAPTER (REGULAR CONTRIBUTOR)

Ask Better Questions, Get Better Results, 14 May 2014

Doing Good is Good Business, 30 April 2014

On Your Mark, Get Tech, Go! Ten Trends Reveal New Opportunities in Architecture Practice, 2 April 2014

Automatic Architecture: Oxymoron, Wave of the Future, or Both?, 19 February 2014

A Tale of Two Futures, 4 December 2013

Saturday Night Deans, 20 November 2013

Digital Spaces in the Public World or Public Spaces in the Digital World, 25 September 2013

Triple Bottom Line Design, 10 July 2013

Is Social Media the MOOC of Our Profession?, 15 May 2013

The Impact of Office Design on Business Performance (2005)

Led by Melissa Marsh while working with DEGW in London

Commissioned by the Commission for Architecture & The Built Environment and the British Council for Offices, this report reviewed the literature on the relationship between workplace design and performance and aimed to establish frameworks for measuring the success of an office environment. One of the goals of this work was to address the inverted approach to workplace design, caused by a gap between understanding and use of relevant principles. Research confirmed several shifting trends in workplace design, but revealed that these trends need to be addressed with a more standardized language, and made evident to professionals in all areas of workplace culture and design. The report touches on the drive for efficiency, the importance of adaptability and flexibility, and the need to assess staff satisfaction and its relationship to performance. The implementation of these improvements in knowledge management is intended to bring far-reaching improvements to the time spent in the workplace.

The impact
of office design
on business
performance

