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# Form a Superhero Team: How to Connect People and Do Great Things!

Ryan Cameron  
DLR Group

Kyle Martin  
Gensler

Cesar Escalante  
HOK

Marcello Sgambelluri, SE  
JAMA

## Learning Objectives

- Learn what other firms are doing—it can help you find the hidden super powers of your employees
- Discover the results from the research on how teams become great
- Learn how to find methods to connect with your team in unexpected ways
- Discover processes you can use to help adapt yourself and others to the fast-paced change in your industry

## Description

How can you create a team of people who will champion technology strategy inside your firm? In this panel discussion, we'll explore techniques and ideas for preparing innovative teams within an established company, focusing on how to get your change strategy off the drawing board. We will present findings from last year's session on this subject and share what the audience had to say. Finding like-minded individuals who share your vision is critical, but there are many more important steps when vying for a better process. We'll explore a multitude of strategies from Autodesk software and the real world that have worked in the past, as well as look at what to avoid. How do you follow through? How do you propose a business case? What staffing do you need? If you are struggling to learn how to adapt your business to the fast-paced, ever-changing climate of technology implementation, this is the panel for you!

## Speaker(s)

- [Ryan Cameron](#) Senior Architect DLR Group

Ryan is leading computational design efforts at DLR Group that range in practice from data analysis, data strategy, parametric modeling and data-driven design. He is evidence based certified as well as a licensed architect in several states. He is a technology enthusiast and designer with degrees in architecture and engineering. He is very active in the AECO industry and you will find him on the many forums collaborating and discussing his creative passions.

- [Kyle Martin](#) Digital Design Manager Gensler

Kyle Martin is a Digital Design Manager at Gensler in Boston where he is primarily responsible for BIM Management and Dynamo implementation. In addition he oversees several initiatives related to

computational design, digital fabrication, building performance, data visualization, and virtual reality. Martin is also an adjunct instructor of AEC technology courses at the Boston Architectural College and co-founder of design technology advocacy organizations that include Dynamo-litia Boston, ENCODE(Boston), the Design Technology Throwdown at Architecture Boston Expo, and the beyondAEC Symposium and Hackathon.

- **[Marcello Sgambelluri](#) Design Technology Director John A. Martin & Associates Structural Engineers**

Marcello Sgambelluri currently serves as the BIM Director at John A. Martin & Associates Structural Engineers in Los Angeles. Marcello has worked on many BIM projects over the last 18 years as a project manager, design engineer, and BIM Director. Some of the BIM projects Marcello has worked on includes the Walt Disney Concert Hall in Los Angeles - CA, the Ray and Maria Stata Technology Center at MIT, Tom Bradley International Terminal Expansion at LAX. Marcello is internationally recognized as one of the top BIM leaders and contributors to the education and implementation of BIM technology in the building industry. Marcello continually speaks at Autodesk University and the Revit Technology Conference (BILT) where he has received the 1st place speaker award for a record 14 times between 2012 thru 2018 between both conferences. Marcello received his Bachelors and Master's degrees in Civil Engineering and he is also a licensed Civil and Structural Engineer.

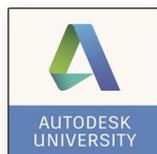
- **[Cesar Escalante](#) Design Technology Manager HOK**

Cesar Escalante serves as Digital Design Technology Manager at HOK providing training, BIM implementation, and computation design support to the San Francisco and Seattle offices. He is a licensed Architect with 15 years of experience leveraging architecture and design tools as a practitioner, consultant and educator. Prior to HOK, Cesar worked for Flad Architects managing BIM workflows for large, technically complex, multimillion dollar manufacturing projects, and worked as an Senior Application Specialist for Ideate. He is passionate about computational design, digital prototyping, and a visual programming. César is a licensed architect, LEED accredited professional. He holds a dual Master degree in of Architecture and Urban Planning from the University of Texas at Austin and a Bachelor of Architecture from the Universidad Centroamericana José Simeón Cañas of El Salvador. He is the founder and coordinator of the San Francisco Dynamo User Group.

# SUPER HERO

USER GUIDE

| 90MIN | 4X | 1 |  
ACTION LEARNING SESSION



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## **Q & A SESSIONS**

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## HOW TO USE THIS SESSION

### **SKILL FINDING**

*YOU MAY HAVE OFTEN HEARD THAT TALENT AND HARD WORK ARE THE TWO KEY INGREDIENTS TO SUCCESS. WHAT IS TALENT AND HOW DO WE KNOW WHAT YOUR DEFINITION OF WHAT CONSTITUTES A TEAM?*

*WHAT HIDDEN SKILLS DOES YOUR TEAM ALREADY HAVE THAT YOU CAN LEVERAGE?*

*WHAT SITUATIONS CAUSED YOUR TEAMS TO SUCCEED, WHILE OTHER TIMES THEY MISSED TARGETS?*

*TODAY WE WANT TO YOU TO SELF RECOGNIZE REAL GAPS YOU OR YOUR ORGANIZATION MAY HAVE AND HOW TO SPOT PEOPLE THAT CAN FILL THOSE GAPS TO DO GREAT THINGS! ...AFTER ALL, YOU ARE ALREADY AT AUTODESK UNIVERSITY.*

## ABOUT THE SPEAKERS

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### **KYLE MARTIN**

DIGITAL DESIGN MANAGER

#### **GENSLER**

KYLE MARTIN IS A DIGITAL DESIGN MANAGER AT GENSLER IN BOSTON WHERE HE IS PRIMARILY RESPONSIBLE FOR BIM MANAGEMENT AND DYNAMO IMPLEMENTATION. IN ADDITION HE OVERSEES SEVERAL INITIATIVES RELATED TO COMPUTATIONAL DESIGN, DIGITAL FABRICATION, BUILDING PERFORMANCE, DATA VISUALIZATION, AND VIRTUAL REALITY. MARTIN IS ALSO AN ADJUNCT INSTRUCTOR OF AEC TECHNOLOGY COURSES AT THE BOSTON ARCHITECTURAL COLLEGE AND CO-FOUNDER OF DESIGN TECHNOLOGY ADVOCACY ORGANIZATIONS THAT INCLUDE DYNAMO-LITIA BOSTON, ENCODE(BOSTON), THE DESIGN TECHNOLOGY THROWDOWN AT ARCHITECTURE BOSTON EXPO, AND THE BEYONDAEC SYMPOSIUM AND HACKATHON.

### **RYAN CAMERON**

DESIGN LEADER | SENIOR ARCHITECT

#### **DLR GROUP**

RYAN IS LEADING COMPUTATIONAL DESIGN EFFORTS AT DLR GROUP THAT RANGE IN PRACTICE FROM DATA ANALYSIS, DATA STRATEGY, PARAMETRIC MODELING AND DATA-DRIVEN DESIGN. HE IS EVIDENCE BASED CERTIFIED AS WELL AS A LICENSED ARCHITECT IN SEVERAL STATES. HE IS A TECHNOLOGY ENTHUSIAST AND DESIGNER WITH DEGREES IN ARCHITECTURE AND ENGINEERING. HE IS VERY ACTIVE IN THE AECO INDUSTRY AND YOU WILL FIND HIM ON THE MANY FORUMS COLLABORATING AND DISCUSSING HIS CREATIVE PASSIONS. RYAN HOLDS AN ENGINEERING DEGREE AS WELL AS A MASTERS OF ARCHITECTURE FROM UNIVERSITY OF NEBRASKA - LINCOLN.



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# MARCELLO SGAMBELLURI

DESIGN TECHNOLOGY LEADER

## JOHN A. MARTIN ASSOCIATES

JOHN A. MARTIN & ASSOCIATES STRUCTURAL ENGINEERS  
MARCELLO SGAMBELLURI CURRENTLY SERVES AS THE BIM DIRECTOR AT JOHN A. MARTIN & ASSOCIATES STRUCTURAL ENGINEERS IN LOS ANGELES. MARCELLO HAS WORKED ON MANY BIM PROJECTS OVER THE LAST 18 YEARS AS A PROJECT MANAGER, DESIGN ENGINEER, AND BIM DIRECTOR. MARCELLO CONTINUALLY SPEAKS AT AUTODESK UNIVERSITY AND THE REVIT TECHNOLOGY CONFERENCE (BILT) WHERE HE HAS RECEIVED THE 1ST PLACE SPEAKER AWARD FOR A RECORD 14 TIMES BETWEEN 2012 THRU 2018 BETWEEN BOTH CONFERENCES. MARCELLO RECEIVED HIS BACHELORS AND MASTER'S DEGREES IN CIVIL ENGINEERING AND HE IS ALSO A LICENSED CIVIL AND STRUCTURAL ENGINEER.

# CESAR ESCALANTE

DESIGN TECHNOLOGY LEADER

## HOK

CESAR ESCALANTE SERVES AS DIGITAL DESIGN TECHNOLOGY MANAGER AT HOK PROVIDING TRAINING, BIM IMPLEMENTATION, AND COMPUTATION DESIGN SUPPORT TO THE SAN FRANCISCO AND SEATTLE OFFICES. HE IS A LICENSED ARCHITECT WITH 15 YEARS OF EXPERIENCE LEVERAGING ARCHITECTURE AND DESIGN TOOLS AS A PRACTITIONER, CONSULTANT AND EDUCATOR. HE IS PASSIONATE ABOUT COMPUTATIONAL DESIGN, DIGITAL PROTOTYPING, & A VISUAL PROGRAMMING. CÉSAR IS A LICENSED ARCHITECT, LEED ACCREDITED PROFESSIONAL. HE HOLDS A DUAL MASTER DEGREE IN OF ARCHITECTURE & URBAN PLANNING FROM THE UNIVERSITY OF TEXAS AT AUSTIN AND A BACHELOR OF ARCHITECTURE FROM THE UNIVERSIDAD CENTROAMERICANA JOSÉ SIMEÓN CAÑAS OF EL SALVADOR. HE IS THE FOUNDER AND COORDINATOR OF THE SAN FRANCISCO DYNAMO USER GROUP.



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3) LEARN HOW TO FIND METHODS TO CONNECT WITH YOUR TEAM IN UNEXPECTED WAYS.

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4) DISCOVER PROCESSES YOU CAN USE TO HELP ADAPT YOURSELF AND OTHERS TO THE FAST-PACED CHANGE IN YOUR INDUSTRY

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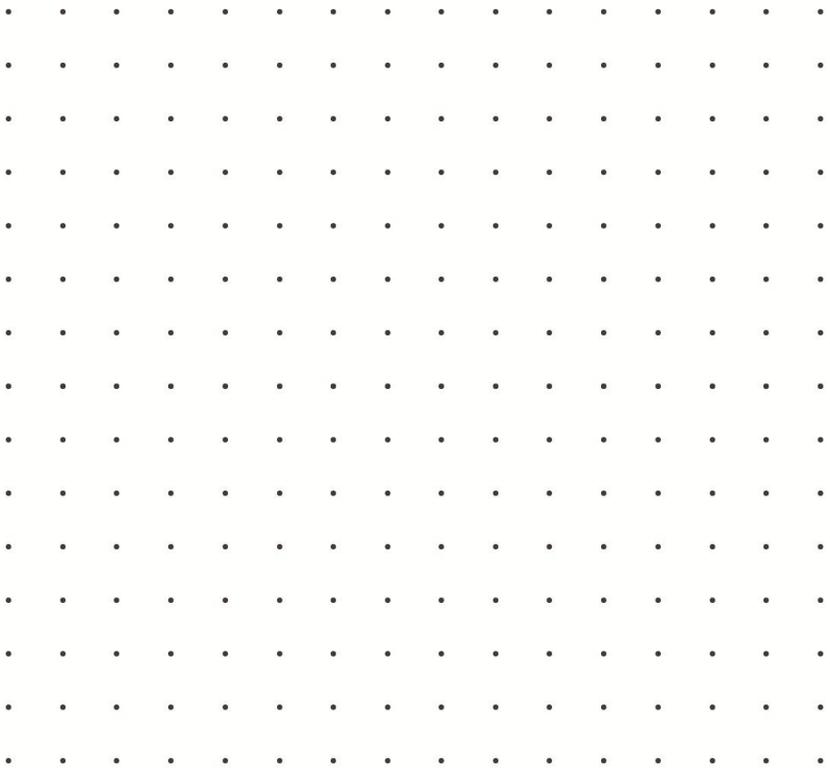
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## SKETCHING

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## NOTES

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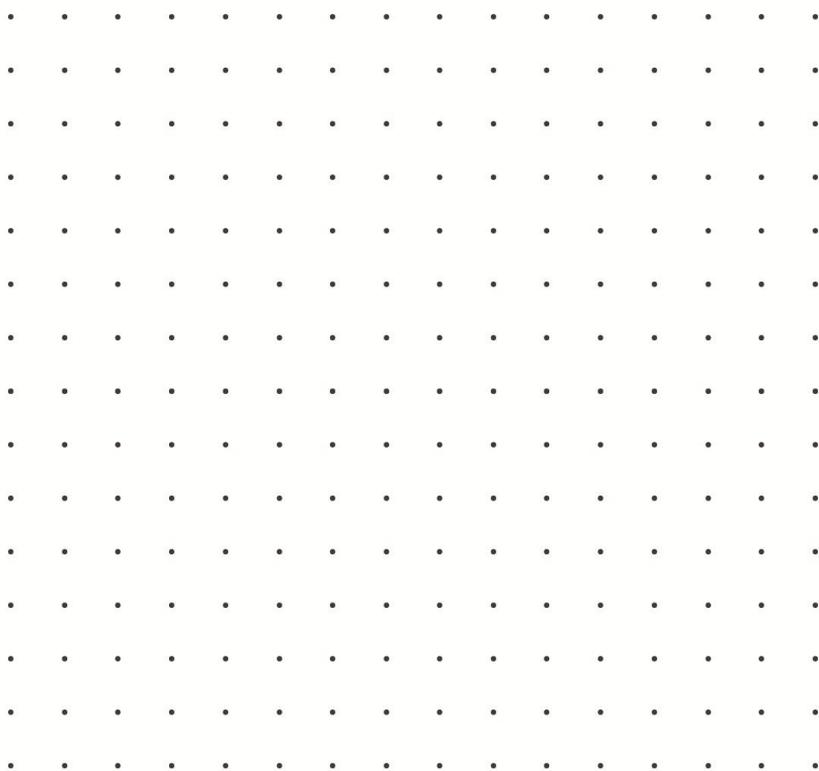
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## SKETCHING



## NOTES

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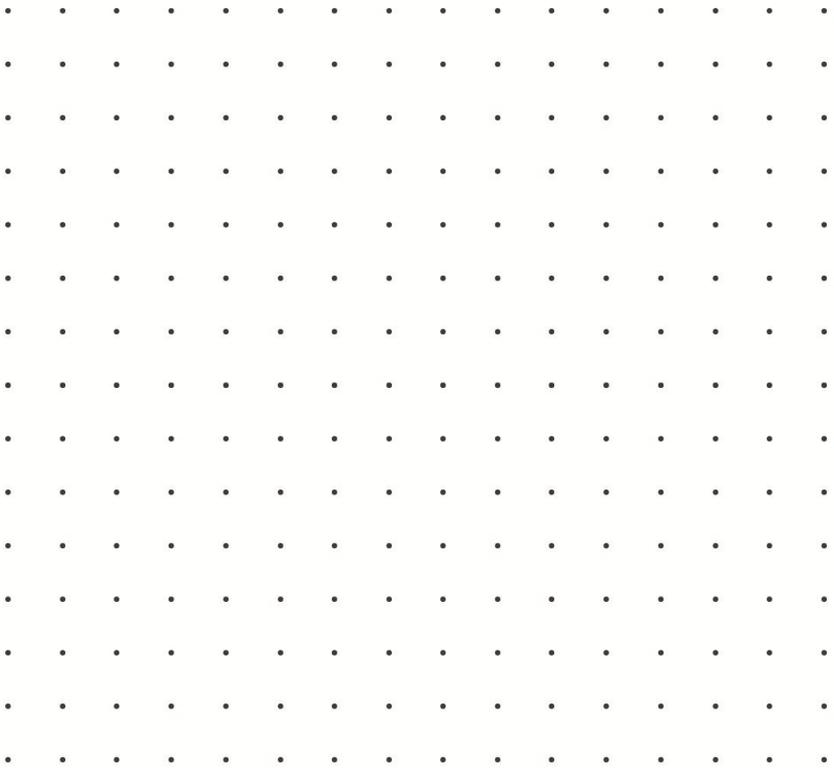
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# SKETCHING

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## NOTES

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# THANK YOU!

RYAN CAMERON  
CESAR ESCALANTE  
KYLE MARTIN  
MARCELLO SGAMBELLURI

SPECIAL THANK YOU TO:  
ASHLEY CAMERON  
BONNIE SANBORN



PLEASE REMEMBER TO FILL  
OUT YOUR SURVEY'S!!!

