

PHILIP MACEY

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VP / BUSINESS DEVELOPMENT EXECUTIVE

Innovative Strategy Creation • Client Decision Acumen • Professional-Team Building

Innovation-Driven, Broadly Experienced, Professional Corporate Process & Pursuit Leader

Exceptional at multi-level strategic analysis and market research to direct corporate excellence programs that turn proprietary approaches into winning proposals and boosting profits. Proven credentials in proposal leadership, go to market strategy, team management, and visioning complex facility and infrastructure design and construction. Resourceful and ingenious when collaborating with executives and strategic partners to strengthen competitive advantages in the quest for multimillion-dollar programs.

Trusted, Respected, and Relied Upon for Valuable ROI in Critical Projects

Expert at steering cross-functional teams, creating and standing up new programs that deliver company objectives and the client's best interest, creating company's unique value proposition. Entrepreneurial framing near- and long-term growth strategies, resolute and tenacious at meeting and exceeding sales goals, establishing team supported deadlines-smoothly moving projects from interview to post-award project launch.

CORE COMPETENCIES

- Corporate Strategy & BD Leader
- White Space Analysis/Synthesis
- Value-Based Selling Methodology
- Interview Strategy and Preparation
- Proposal Lead / Editor
- Analyze / Coach Teams
- Ops / PM's Collaboration
- Client Networking Partner
- Pursuit Team Director
- Operational Excellence Exec
- Cross-Functional Integration Lead
- Joint Pursuits / Ventures Expert

PROFESSIONAL EXPERIENCE

Integrated Delivery | Denver, CO

2020 - Present

Business Development Consultancy serving design and general contractor firms involved with medium to large projects in the science and technology, healthcare, municipal, higher education markets.

Principal, Founder

The firm partners with regional and national architecture, engineering, construction firms in sales pursuit programs and project launch of work ranging from \$25 to \$140 million. Guide distributed teams of 8-20 in RFP preparation and presentation. Co-led cross-functional delivery teams of up to 30 members in horizontal and vertical design and construction project coordination and collaboration.

- **\$250 million of new projects closed** during the first year of operating new firm from large scale horizontal and vertical construction in the healthcare, hospitality, and municipal government markets.
- **50% improvement in project-management efficiency realized** through leadership of integrative thought process and transfer of responsibility for strategic guidance and day-to-day tactical execution through consistent client decision making insights and improvement in project team performance.
- **Boosted effectiveness of a multi-functional delivery team** by streamlining design and construction strategies directed at client decision making that allowed for an earlier-than-predicted construction start.
- **Integrated the work process of 18 different design, construction, and client partners** saving 3 months in delivery of a \$40-million design, site infrastructure and construction project to identify and gain agreement to each participant's delivery obligations, hand-off schedules, mandatory outcomes, and timing.
- **Rescued a lost \$35 million program** by recasting the go to market strategy and messaging of the original proposal to directly align with the client's infrastructure and building requirements, differentiating by addressing the unstated needs of the diverse customer group's expectations, increasing the base fee.

JE Dunn Construction | Denver, CO and National**2012 - 2020**

\$5 billion top tier national general contractor with clients in the science and technology, healthcare, municipal, justice, aviation, higher education, and historic renovations markets from multiple regional offices.

Vice President - National Director Collaboration

Created and led the brand-development and pursuit programs guiding construction and design teams of eight to 30 members located in 22 dispersed offices on projects with values ranging from \$30 million to \$1 billion.

- **\$1.6 billion (49%) revenue growth produced** in eight years, created and coached a client centric (white space) pursuit system that produced a sustained 5.5% YOY growth rate while opening new markets.
- **\$1 billion project procured**, with a \$300 million initial phase, by shifting the strategic focus from solving the builder's issues to satisfying the client's and influencer's needs and gaining faith in the proposed solution through a presentation that explained the process in relatable client risk and decision milestones.
- **\$400 million expansion and renovation program secured** by structuring a delivery team composed of 24 design and construction partners including JV members.
- **Coached two design firms and one builder with no experience working together** or completing a project of the type of the client requested, to a winning proposal and interview. Collaboratively created a proposal delivering an integrated design, construction and site development strategy comprehensively addressing all operations and community challenges, earning the breakthrough \$176 million undertaking.
- **Doubled the closing percentage** in the first year following the introduction of a team-based and client centric selling system applied by groups of 12-30 members working from 11 different offices in pursuit of multiple building types in diverse markets.
- **57% eight-year closing rate attained** over 160 sales opportunities by training business development personnel in the principles and techniques of white space driven value-based selling.

Haselden Construction | Centennial, CO**2009 - 2012**

A premier regional builder of complex healthcare, higher education, science, and technology projects.

Division Manager, Executive Project Manager

Managed a new division with a direct team of 8-15 charged with procuring contracts over more experienced competitors for integrated design and construction of cost-effective, high-performance buildings for federal clients. Delivered budgeted profitability for six consecutive quarters.

- **\$65 million project awarded** by teaching a diverse group of design-and-construction professionals the principles and techniques of value-based selling and mentoring individuals in expert application.
- **Facilitated a design-build-team business development program** that during a three-year span delivered two large-scale NZE office buildings, an 1800 space 5 level parking garage, and a unique campus infrastructure development on over 70 acres of raw land with two native water courses.
- **Led a combined 30-person design-and-construction team** in building the world's first net-zero-energy office building, and all storm water, utility and roads infrastructure, to create a new campus complex.

EDUCATION / CERTIFICATIONS

Bachelor of Architecture, University of Arizona

Registered Architect in CA and CO • LEED Accredited BD+C

PANELS - PRESENTATIONS / PROJECT AWARD / PUBLICATIONS

- **"Fostering the Next Generation of Professionals"**, Advancing Preconstruction Conference
- **"Zero Energy: Definitions to Implementations"**, AIA National Conference
- **AIA COTE Award - Leadership in Complex Project Delivery**, AIA National Committee on the Environment, for the **NREL Research Support Facilities**, Golden, CO
- **"Clinic 20XX: Future of Healthcare Facilities"**, Co-author & Advisor
- **"Changing the Value Proposition – Permanently"**, White paper on construction industry innovation