

Larry D. Casey

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EDUCATION

Nova Southeastern University **2005**
Major: Master of Business Administration

Virginia Polytechnic Institute and State University **1977**
Major: Bachelor of Science in Building Construction
Sigma Lambda Chi Honor Society

IMD Business School **2009**
2008-2009
Executive Leadership and Management Certificate

PROFESSIONAL EXPERIENCE

FIU Moss School of Construction, Miami **2023 to present**
A department within the College of Engineering, serving more than 550 undergraduate and graduate students in the field of construction management.

Position: Assistant Teaching Professor (Full time)

I teach 2 to 3 classes each semester with class sizes ranging from 35-80. Classes are delivered through Online Live and in the classroom. I invite outside industry experts and leaders to share their experience and insights. I regularly participate in department activities, jobsite visits, their Career Expo, and Industry Advisory Council meetings.

Successfully supported the department administration with the recent 7-year accreditation process.

Courses include:

- Management & Marketing of Construction Services (BCN5771),
- Financial Management of Construction Organizations (BCN3753),
- Construction Financial Management (BCN5755),
- Principles of Construction Management (BCN3027)

Position: Industry Advisory Council Director **2021 to present**

Current role to engage industry companies and leaders with the faculty and students and promoting the department and curriculum through events, newsletters, and meetings. Monthly executive committee meetings and three general member meetings.

- Increased membership 40% from 35 to 50 companies as of May 2025.
- Established first department Newsletter for the IAC
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Skanska AB, Stockholm, Sweden**2017-2018**

One of the world's leading project development and construction groups, active in Europe and North America. Annual revenues of more than \$18 billion, employing over 26,000 employees worldwide.

Position: Senior Vice President, Market Marking (Full time)

Member of Skanska AB corporate senior management team based in Stockholm. Responsible to advance the client-driven culture within the company and facilitate new market making opportunities by leveraging the vast resources of the company; Actively worked with operations in USA, Sweden, Norway, Finland, Denmark, UK, CZ, Poland, Romania, and Hungary.

- Led global customer engagement and CRM initiatives across multiple countries.
- Implemented global and national Account Management Programs
- Identified project opportunities to engage divisions and vertical lines of operation.
- Chaired Skanska AB international Customer Relations group focused on global account management.

Skanska USA Building, New York City, NY**2003-2017**

Operating business unit of Skanska AB, offering construction services throughout the United States with twenty-five offices, 3,500 employees.

Position: Chief Strategy Officer and Senior Vice President Sales and Marketing (Full time)

Initially hired to help consolidate eight acquired regional operating companies (general contractors) into a unified single functioning business unit). Oversaw and guided the company's USA strategic planning, sales, and marketing for twenty-five offices, plus six (6) market sector Centers of Excellence organizations for Healthcare, Aviation, Mission Critical, Federal, Sports and Entertainment, and Life Sciences. Responsible for Marketing/Sales Support staff of more than 115 employees, the company CRM system, Sales Training; National Accounts, and Major pursuits.

- Established consistent sales and Marketing processes and culture within all offices.
- 130% growth in annual sales (from \$3 billion in sales to \$7 billion)
- Increased company win-rate from 25% to more than 50%.
- Implemented two CRM systems.
- Twice managed the Corporate 5-year Strategic plan.
- Led leadership and sales training to more than 1100 employees.

Centex Rooney Construction Company, Ft. Lauderdale, FL**1986-2003**

Statewide \$800M General Contractor and Construction Manager. Recognized for its work at Disney World (Castle and 10,000 hotel rooms), with four offices. Acquired by British firm Balfour Beatty in 2005.

Position: Senior Vice President, Business Development (Full time)

Led business development and marketing services for regional builders, focused on key market segments of healthcare, municipal government, education, aviation, and commercial/hospitality. Trained staff in sales process. Supported company at conferences, speaking engagements and authoring articles. Belonged to a number of trade organizations.

- Grew revenues from \$125M to \$800M, with focus on negotiated CM at Risk and Design Build projects.

Federal Construction Company, St. Petersburg, FL **1985-1986**
Private companies doing \$350 million in revenues, operating throughout central Florida focused on government, Universities, corporate, and healthcare industry clients.

Position: Vice President, Business Development; Revenues: \$350M,
I was the first representative dedicated to sales and marketing. Help the company expand and enhance its brand and seek new project opportunities. The company was later sold to Trafalgar Construction.

Gilbane Building Company, Orlando, FL **1981-1986**
National contractor and construction manager based in Rhode Island with an office in Orlando focused on east coast USA. \$900M in annual revenues at the time.

Position: Director of Business Development
Worked in their Landover, Maryland office before transferring to Orlando, Florida. Located and staffed new office. Responsible for company communications and branding in the area, sales and marketing of qualified owners, and leading pursuits to win new work. Successful pursuits include working for Tarpon Springs Hospital, Cape Canaveral Hospital, McDonald Douglas Cruise Missile facility, and Astrotech Satellite facility. The company has had a Florida presence ever since 1982.

Martin K. Eby Construction, Denver, Colorado **1977-1979**
Positions: Estimator, Project Engineer, BD Mgr.

OTHER

Languages: English

Computer Skills: Microsoft Office Suite, PDF Software, Google Workspace, Calendar and scheduling tools, Zoom and Teams meetings, Salesforce,

Publications & Contributions

- “How Do You Like Your Infrastructure” – SMPS Foundation White Paper (2010)
- AIAI Infrastructure “Best Practices Guide for Public Private Partnerships” (2015)
- AIAI “Guide to Successful P3 Evaluation and Delivery” (2016) – Committee Chair
- Contributor to *Inside the Infrastructure Revolution* by Mary Scott Nabers (2018)

Certifications

- LEED Accredited Professional, USGBC (2009)
- Certified Professional Services Marketer (SMPS)
- UC Irvine – Customer Experience Certificate (2020)
- FIU – Certified Hybrid Teaching Instructor (2023)
- FIU – High Quality Course Design (2022)
- FIU – Online Live Badge (2021)

Affiliations:

- Construction Management Association of America (CMAA)
- Construction Financial Management Association (CFMA)
- American Council for Construction Education (ACCE)
- Lean Construction Institute (LCI)
- Design Build Institute of America (DBIA)
- Associated General Contractors (AGC)