


LARRY D. CASEY

CONTACT

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PROFILE

Teaching experience: Enthusiastic and committed professional with teaching experience for the FIU Department of Construction Management as an Adjunct from 1990-2010; and recently (2021-present) as a temporary Assistant Teaching Professor at FIU Moss School of Construction Management. Courses have included:

- MANAGEMENT & MARKETING OF CONSTRUCTION SERVICES (5771);
- MANAGEMENT OF CONSTRUCTION ORGANIZATIONS (5772);
- PRINCIPLES OF CONSTRUCTION MANAGEMENT (3027);
ACHIEVED AN ONLINE LIVE BADGE, HIGH QUALITY COURSE AND HYBRID TEACHING CERTIFICATES.
- FINANCIAL MANAGEMENT OF CONSTRUCTION ORGANIZATIONS (3753/5755).

In addition, I have taught at Georgetown University School of Continuing Studies-MPS/Real Estate (2013-2015); created and delivered master's level course:

- "LEADERSHIP AND ORGANIZATIONAL MANAGEMENT."

Industry experience: Forty (40) years of construction management experience from the field to executive management levels of regional, national and international construction organizations. Positions range from carpenter's helper to field engineer, estimator, assistant superintendent/APM, Business Development Manager to VP and SVP of Sales and Marketing, to EVP/Chief Strategy Officer, and responsible for six industry Centers of Excellence, and Global Market Maker. Involved in all aspects of construction, multiple industries, all project delivery models, organizational change management, leadership programs, the evolution of the latest technologies, LEAN Construction, LEED Accreditations, customer engagement, CRMs, financial reporting, responsible for company annual sales topping \$7 billion/year with a diverse department of 115 located in 25 offices. Extensive experience engaging and teaching industry professionals in the areas of business development, coaching, CRM applications, customer engagement and experience, project pursuit management, presentation skills and more.

Industry Advisory Council Director for FIU Department of Construction Management; Current role to engage industry companies and leaders with the faculty and students and promoting the department and curriculum through events, newsletters, and meetings.

EDUCATION

IMD Business School

2008-2009

Skanska Top Executive Program, Organizational Leadership

Nova Southeastern University

2002-2004

Master of Business Administration – MBA (3.97)

Virginia Polytechnic Institute and State University

1973-1977

BS Building Construction; Sigma Lambda Chi (Beta Chapter)

CERTIFICATIONS

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

PUBLICATIONS

“How Do You Like Your Infrastructure” SMPS Foundation White Paper (2010) Liaison with Writers Leslie Sluger and Stephanie Satterfield

AIAI Infrastructure “Best Practices Guide for Public Private Partnerships” (2015) Contributor

AIAI “A Guide to Successful P3 Evaluation and Delivery” (2016); Chair of AIAI Committee

Inside the Infrastructure Revolution – A Roadmap for Rebuilding America by Mary Scott Nabers (2018) Contributor

EXPERIENCE

CX Management Group LLC

2020-present

Consulting with companies in the AEC industry to help win loyal customers, strategically position for sustaining business and improved margins; and coaching and training operational/technical professionals in customer management, presenting, and leadership skills.

Skanska AB

2017-2018

Member of Skanska AB corporate senior management team based in Stockholm. Responsible to advance the customer focused culture within the company and facilitate new market making opportunities by leveraging the vast resources of the company; included managing global accounts program and support to the business units with account and business development processes, training, customer engagement and feedback, and an enterprise CRM. Worked with operations in USA, Sweden, Norway, Finland, Denmark, UK, CZ, Poland, Romania, and Hungary.

Skanska USA Building Inc.

2003-2017

Oversaw and guided the company's USA strategic plan, the 100-person business development and marketing services group for 25 offices, including six (6) specific market sector ‘Centers of Excellence’ organizations Aviation, Mission Critical, Federal, Healthcare, Sports and Entertainment, and Life Sciences. Responsible for implementing companywide CRM systems, Sales Training and coaching for operations; National Accounts, cultivating new client relationships, and managing major pursuits - developing win strategies, proposal development, and leading the pursuit teams through selection. Chaired Skanska AB international Customer Relations group focused on business unit collaboration and global accounts.

Centex Rooney Construction Company (now Balfour Beatty plc)

1986-2003

Led business development and marketing program for regional builder, focused on key market segments of healthcare, municipal government, education, aviation, and commercial/hospitality. Helped grow annual revenues from \$125M hard bid work to \$800M negotiated work, with focus on negotiated CM at Risk and Design Build assignments.

Federal Construction Company, St. Petersburg, FL

VP, Business Development; Revenues: \$350M, 1985-1986

Additional experience with **Gilbane Building Company** as Director of Business Development, and **Martin K. Eby Construction Company** as Estimator, Asst. Superintendent/APM, and Field Engineer.