

SMARTEGIES

# SmartWIN24

Leap Into the Future  
of AEC Marketing

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Special thanks to **perfect image**  
More than a printer.

# Legacy Brands Evolving: Steering AEC Giants into a New Era



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*Marketing Principal*



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HJ Russell & Company  
*COO and General Counsel*

SMARTEGIES

**SmartWIN24**

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# 100 YEARS IN BUSINESS



# 61

## PROFESSIONAL ENGINEERS

### MARKETS

- Healthcare
- Workplace
- Education
- Science & Technology
- Government
- Cultural
- Aviation
- Hospitality
- Judicial



# 11,600+

PROJECTS COMPLETED

- ## SERVICES
- MEPF
  - SUSTAINABILITY
  - INTELLIGENT BUILDINGS
  - COMMISSIONING
  - COMMUNICATIONS
  - AUDIO-VISUAL
  - SECURITY
  - ACOUSTICS
  - LIGHTING
  - COURT TECHNOLOGY
  - THEATRICAL

# 270+

EMPLOYEES



work in

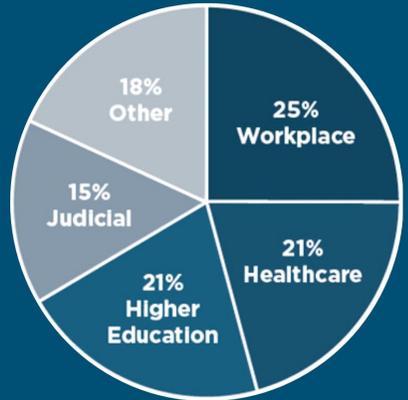
# 40+

countries



# \$50M

2023 Revenue

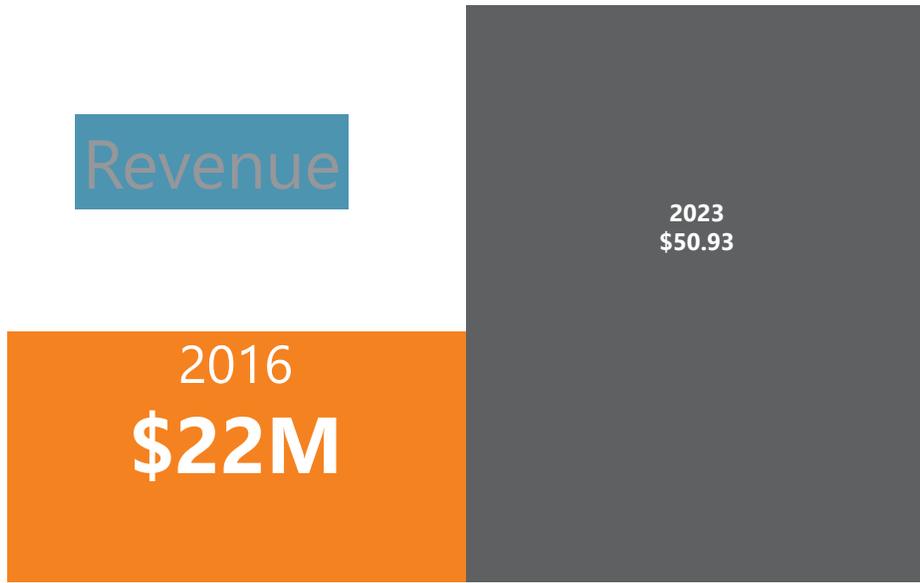


### OFFICES

- Atlanta, GA
- Charleston, SC
- Raleigh-Durham, NC

# Growth: 2016 to now

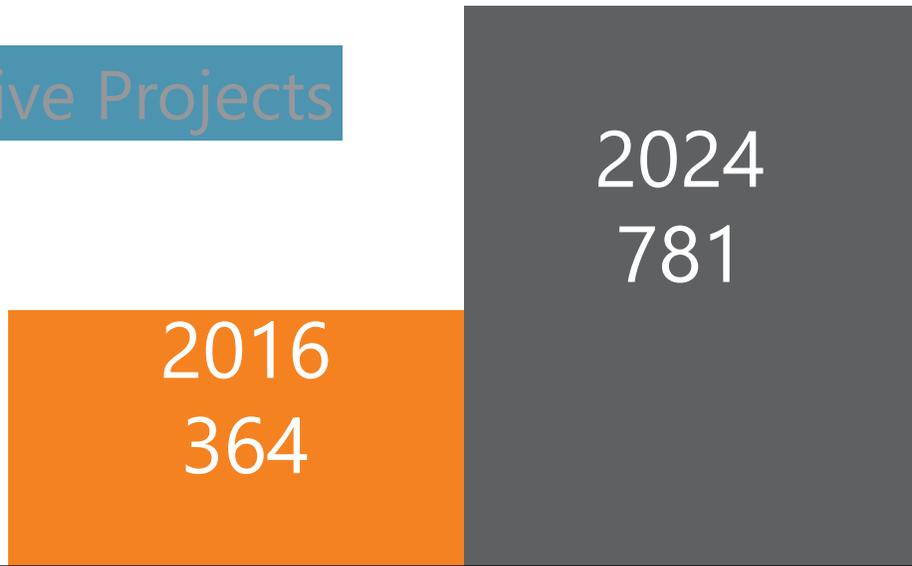
Revenue



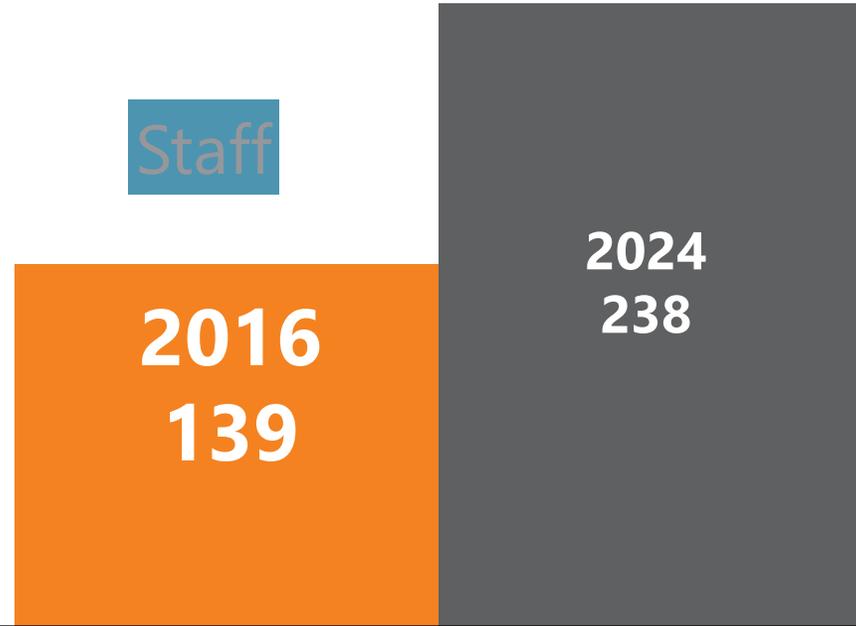
Backlog



Active Projects



Staff



# Branding Platform

Building our Second Century on the strong foundation of our First Century

- Strategic Areas of Expertise to Own Within the Industry
- Positioning
- Brand Attributes
- Descriptors

**dedicated** **attentive** creative  
**experienced** responsive committed  
helpful thorough knowledgeable  
experts flexible **innovative**

# Thought Leadership



## Kendeda Building Campaign

- March 2020
- Campaign landing page
- Webinar
- 2 LinkedIn ads
- 10,790 impressions
- 150 registered attendees

# Over 65 Years of Innovation

Founded in  
1955

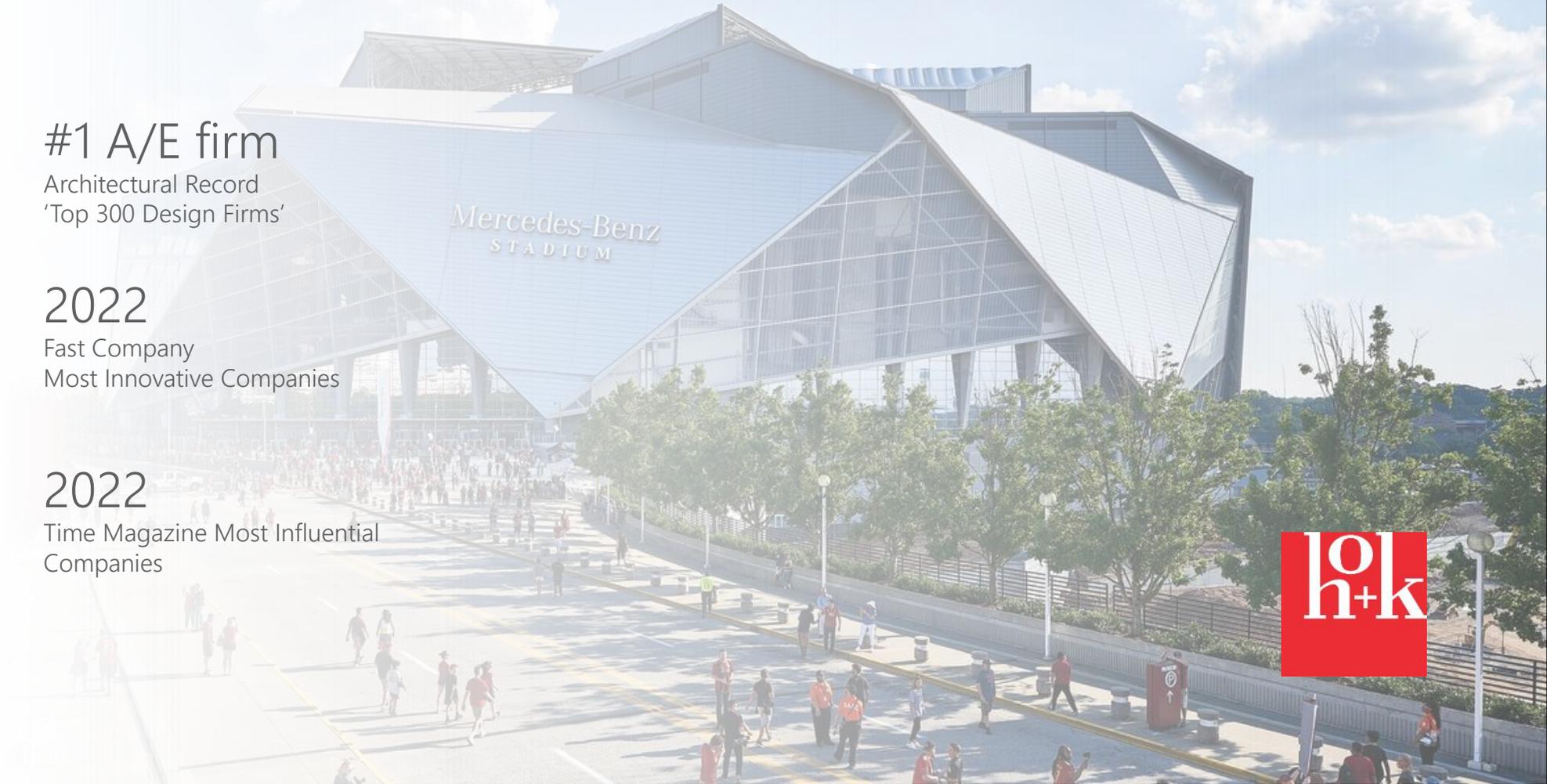
26 offices  
worldwide

1600  
employees

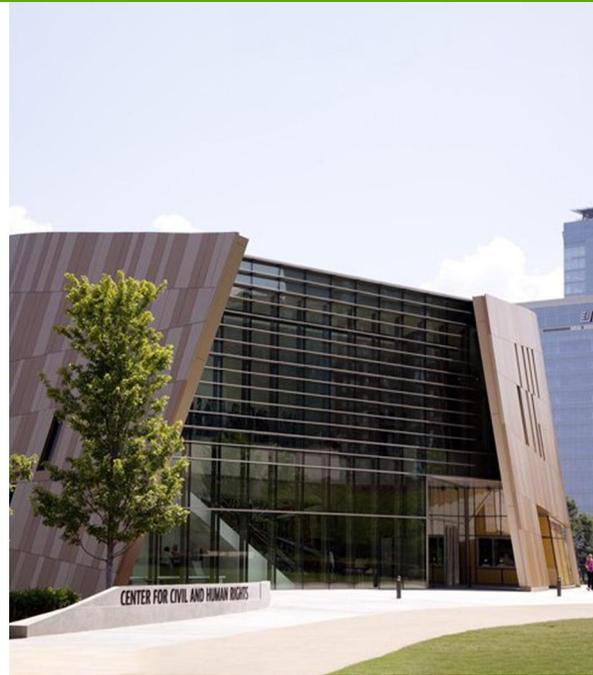
#1 A/E firm  
Architectural Record  
'Top 300 Design Firms'

2022  
Fast Company  
Most Innovative Companies

2022  
Time Magazine Most Influential  
Companies



# H.J. Russell & Company



**70**

YEARS IN  
BUSINESS

**574**

PROJECTS  
COMPLETED

**162**

TEAM  
MEMBERS

## WHAT WE DO

Program Management, Construction Management & Development

## TYPES OF PROJECTS

Airport/Transportation  
Government  
Healthcare

Higher Education  
Industrial  
Mission Critical

Multi-Family  
Public Assembly  
Sports & Entertainment



All of our goodwill  
lives within the  
heart of Russell:  
**Russell CARES.**

Questions?

