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## **Paradis joins HDR Architecture as director of business development**

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Ronda Paradis joined HDR Architecture as director of business development.

Paradis began her career as a reporter for McGraw-Hill Information Systems in Boston where she reported on news and trends in the design and construction industry. She began working in the industry, as opposed to reporting on it, when she joined Welch Group/James J. Welch & Co. as director of marketing. In this position, Paradis established a formal marketing department and grew the company from \$12 to \$28 million annual construction sales. During her eight-year tenure at Welch, she was promoted to vice president and assumed all contractual responsibilities for the company. In 1991, Paradis was hired by William A. Berry & Son as program development manager. At Berry she developed a formal marketing and sales program, and worked to grow the company's annual contract volume to \$100 million.

She was promoted to vice president of sales to implement a sales program for the healthcare division and select academic institutions, with annual sales of over \$500 million. Since 2004, Paradis has been assisting colleagues in the built environment with sales and industry visibility programs.

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