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## **Holt Jr., Hyland and Sayadian join Criterium Engineers**

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Criterium Engineers has added three new staff members; John Holt Jr., Sara Hyland and Asbed Sayadian.

Holt, Jr. has been appointed as chief operating officer. Holt has more than 30 years experience in high profile marketing, strategic sales, advertising and operations including co-founding his own firm that specialized in marketing analysis, brand development and business planning for clients worldwide. Most recently, Holt was the director of the Santa Fe, NM office of HOAMCO (Homeowners Association Management Company.) His expertise lies in his ability to analyze and identify new markets through the development of compelling ROI solutions and practical business strategies, and as such, he holds an outstanding record of achievement in complex accounts, new business development and contract negotiations. Holt thrives on spearheading organizational transformations to drive and sustain revenues and increase corporate profitability. As COO, Holt will implement innovative operational policies and procedures to continue to help build the company's profitable business.

"John brings to Criterium Engineers a proven ability in tactical and strategic business planning, managing and facilitating change initiatives with a deep knowledge of business processes and individual, team and management dynamics" said Alan Mooney, founder and president of Criterium Engineers. "We are very fortunate to have him on board and look forward to John's contributions to the continued success of the company," Mooney said.

Hyland is the new national sales and marketing director. She brings over 20 years of marketing experience, the past 10 years focusing on consulting engineering at kW Mission Critical Engineering, EYP Mission Critical Facilities, then as part of the Hewlett-Packard Technology Services Group after EYP's acquisition by HP. "We have a unique and exciting opportunity with Sara joining our company. Sara will continue to service and grow our national accounts. With her extensive marketing, communications and brand building background, Sara will also use her creativity and sales expertise to drive awareness of Criterium Engineers and our diversified services, to our affiliates, clients and the North American building industry," Mooney stated.

Mooney also announced the addition of Asbed Sayadian as engineering field technician servicing clients on the east coast. With an architecture degree, an EIT Civil Engineering certificate, and a variety of ICC certifications, Sayadian comes to Criterium Engineers with many years as a project engineer in the building industry. "Asbed is highly skilled in understanding how to solve building challenges. More importantly is his experience in quality assurance. He is detail oriented and is able to listen to clients' needs, address them, and anticipate potential requirements to save time and operating expenses. This is how Criterium Engineers differentiates itself in the industry and succeeds," Mooney said.