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## **Dyer Brown names Zeigler as president and restructures**

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According to Dyer Brown, a nationally-recognized 45-year old, architecture and interior design firm, Brent Zeigler, AIA, IIDA, director of design, has been named president. The official announcement was made at the firm's brand re-launch in March attended by clients, colleagues, and the Dyer Brown team. With a focus on delivering client-centric services to a diverse client base, and in response to a growing portfolio, the firm also announced the strategic restructuring of its services into three studio sectors: corporate services, building services and workplace/retail + hospitality.

With over 20 years of architecture and interior design expertise serving the corporate, retail, hospitality and residential sectors, Zeigler assumes the role of president from Roger Shepley, AIA, NCARB, who will continue at the firm as principal and board president focusing on coaching the management team and client services efforts. Shepley has been with the firm for 33 years, and served as managing director and president for the past 12 years bringing a wealth of expertise in guiding Dyer Brown's next generation of leadership.

"Dyer Brown has been a firm that has always looked toward the future. For us to continue our successful growth, you need to allow for advancement opportunities for the next generation," said Shepley. "The firm has been winning a broader scope of work and more robust projects over the past several years. There's a renewed energy; and we have new capabilities that we didn't have five years ago given the breadth and depth of the experiences of our growing team. Under Brent's leadership, I'm confident that he will continue the momentum of providing an unparalleled level of service to our clients as well as be a strong mentor—leading an extraordinary team of design professionals to meet the challenges ahead."

As president and director of design, Zeigler will guide the day-to-day operations and direct the management team in its strategic growth initiatives in each of the newly-formed core studios. The firm has expanded services to include an in-house 3D Visualization team, which provides advanced and innovative marketing methods for illustrating design concepts to include renderings, animations, motion graphics, website layouts and onsite installation elements.

"This is an exciting time at Dyer Brown as we look towards the future of expanding our portfolio and cultivating new and maintaining existing long-term relationships. As we evolve, clients can be assured that our team will continue providing them with the level of high quality work and attention they've come to expect from our firm," said Zeigler. "I'm honored to be entrusted with leading such a dedicated and talented group of professionals who have and will continue contributing to our success."

The firm also announced the appointment of Tara Martin, director of client services to Dyer Brown's Board of Directors to assist Shepley and Zeigler in guiding the vision of the firm. Martin has over 20 years of experience overseeing client services for a number of major accounts. Deniz Ferendeci, LEED AP BD+C was promoted to director of building services and brings over 17 years of

commercial architecture and project management experience totaling more than 23 million s/f of space. Other leadership at Dyer Brown includes Rachel Woodhouse, NCIDQ, LEED AP, associate principal/director of operations, Sara Ross, LEED AP ID+C, director of corporate services, and Ashley Dunn, AIA, NCARB, senior project manager/sector leader: workplace, retail & hospitality. Rebranding A Legacy: Culture. Driven. Design.

In 1969, John Chouteau Dyer Architects was launched with a staff of five—and later changed its name to Dyer Brown & Associates. Today, at Dyer Brown, there's a team of 40 employees and growing. The recent rebranding includes a new logo and website which graphically represents a developing firm to be more reflective of a current generation of designers, and as part of the firm's long-term strategic initiatives.

With over 45 years in business, Dyer Brown is a Boston-based, 40-person, full service architecture and interior design firm with an impressive portfolio of corporate interiors, retail, hospitality, and building services projects. The firm offers design services to include: Corporate Services, Building Services and Workplace, Retail and Hospitality; and 3D Visualization. Dyer Brown has an unwavering commitment to excellence in design and client service which has enabled the firm to form long-lasting relationships with its corporate clients, building owners, landlords, retailers and brokerage firms.

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