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2025 Women in Construction: Marsha Loveday, PROCON

February 28, 2025 - Spotlights



Marsha Loveday
Project Manager - Architecture

What is one project or achievement in your career that you are most proud of, and how did it impact your organization or community? The project I am most proud of is the Joyce Cummings Center at Tufts University. This project holds many awards for PROCON, including our first ever National Excellence in Construction award. While this is a gorgeous building for the campus, and new train stop for commuters, this project offered many opportunities for me professionally. I was able to work closely with the client, the department heads, and all the consultants to streamline the success of the design. I will not forget the closing of the jobsite due to COVID-19, changing the design to include more remote learning technology.

What trends or innovations do you believe will shape the future of your field, and how are you positioning yourself (or your firm) to be at the forefront? There are many advances in technology that bring our designs to life and let you fully experience the finished project visually before construction begins. However, I am most interested in the technology with 3D coordination of building modeling, and the ways it can help solve problems before they arise and even give information on energy consumption and sustainability of our projects. Using programs like Navisworks to aid in coordination with our 3D models will result in quality-efficient buildings for our clients.

What's your favorite way to recharge or get inspired outside of work? Baking and surprising people with tiered or sculpted cakes, and making crazy gingerbread houses!

Do you have a hidden talent or a surprising fact about yourself that most people wouldn't know? I started on this path in the 3rd grade by making my own town houses and furniture for my dolls.