



STRATEGIC MANAGEMENT





Professional Qualifications

Strategy Groups, LLC is a Colorado based Project Management/Owner's Representative firm with significant experience on Federal, State, City, and private industry projects. Our client base includes the U.S. Environmental Protection Agency (EPA), the General Services Administration (GSA) Colorado Service Center, the GSA Office of Federal High Performance Green Buildings (OFHPGB), and the City and County of Denver. Strategy has extensive expertise in managing design, budgeting, schedule, construction and relocation projects for small, medium and large commercial projects

Strategy Groups, LLC is an industry leader. We provide a complete package of Strategic Management support services. **Strategy** was formed with the intent of providing comprehensive **Project Management/Owner's Representative** services for all aspects of corporate building programs.

Strategy is unique to the Project Management/Owner's Representation industry. This is all we do – not as an additional service – but as our primary service. The staff at **Strategy** draws from their collaborative experiences in: architecture, development, construction, engineering, furnishings, property management, corporate programs and development to maintain your project needs and goals.

Founded by partners Jim Blackledge and Charlie Johnson, **Strategy's** project approach is based on three principles: **1) Integrated Team, 2) Build Better and 3) Build Smarter** – We have the expertise to manage projects as diverse as a 12,000 square foot tenant improvement in London to the 420,000 square foot design/build project for the EPA in Colorado. **Strategy** focuses on the details and manages the big picture; your project becomes effortless for you, your staff and the consultants.

Why select Strategy? You can focus on business while we focus on your project.

Our backgrounds make us different. We have blended architectural, construction and sustainability into an unequaled understanding of the entire project process.

At Strategy, we believe in a holistic, focused approach to Project Management. We rely on all of our staff to use their talents and energy to deliver excellence in every project.

We foster an environment and organizational curriculum that gives each team a unique way of analyzing a project, developing and maintaining a comprehensive schedule, guiding the project to task completion on time and in a cost effective manner.

Our integrated team approach leads to clear direction, better, consistent communication and the development of a project program that will meet your needs as efficiently as possible.

How do you benefit?

You get a well managed, on time and within budget project that incorporates the latest proven thinking in sustainability, operations and staff workplace – all in support of your company mission.





Services Provided by Strategy:

- **Strategic Management** – Strategic Management - starting with the traditional approach of Owner's Representation and Project Management we take service to the next level by incorporating the best team, the newest technologies, practices, and market factors along with a correct sustainable approach. We apply this to our base services of:
 - Project Management
 - Owner's Representation
 - Construction Management
 - Design and Construction Team Selection and Management
 - Relocation
 - Workplace Solutions

Additional Services Strategy can provide:

- **Transition Management** – Strategy will develop and manage a comprehensive transition plan to ensure that your successful project ends with a comprehensive and well coordinated move.
- **Move Management** – Strategy will develop, manage, and assist in the procurement of moving services.
- **FF&E Management** – Strategy can develop and manage the design, specification, selection, procurement, and installation of new furniture, furnishings, and equipment.
- **Decommissioning Management** – Strategy can assist in the development and implementation of a decommissioning plan for the reuse, resale, and/or recycling of the existing FF&E, cabling, walls, etc.
- **Facilities Management Support** – Strategy offers these additional services in support of the Facilities team:
 - Security System Vendor Selection and Installation
 - IT Vendor Selection & Management
 - Audio Visual System Vendor Selection and Management
 - Operations and Maintenance
 - Strategic Workplace Planning and Programming
 - Cost Consulting
 - Value Management
 - Pre-Construction Services
 - Schedule Management
 - Budget Management
 - Contract Development and Management
 - Specifications/Standards Development
 - Change Management
- **Sustainability Management** – Strategy can assist in the development of a sustainable program to establish the parameters for the identification and technical analysis of appropriate and cost effective sustainable building measures, materials, and products such as:
 - Mechanical Systems Consulting (Typical or UFAD systems)
 - Mechanical/Electrical Systems Commissioning
 - Energy Use Reduction Programs
 - Energy Star Compliance
 - LEED Compliance
 - Measurement and Verification of Indoor Air Quality



Key Resumes

Charlie Johnson, PMP, LEED AP Director

Background/Project History

An engineering, construction and management professional with 16 years of successful project completion including budget and schedule control, building energy use evaluations and LEED compliance.

- ❑ Director, Board of Directors of Green Ops, Inc. A nonprofit organization dedicated to helping other 501(c)(3) organizations become more sustainable.
- ❑ LEED Accredited Professional (AP) since 2007
- ❑ Project Manager with Opus Northwest, a full service developer/contractor, for over six years, involved in the design, building, and operations of office, retail, and industrial projects. Knowledge and expertise in the management of design, budget, scheduling, contracting, and closeout of projects within a sustainable program.
- ❑ Director at Engineered Interiors Group consulting on modular interiors and underfloor air delivery (UFAD) project design, implementation, and operations of commercial projects.
- ❑ ASHRAE TRG 7-UFAD Design Guidelines Revision corresponding member.
- ❑ Research associate with the Center for the Built Environment and the EPA on energy efficiency and monitoring programs at the EPA Region 8 Headquarters.
- ❑ Project manager for EPA Region 8 Headquarters in Denver Colorado responsible for all interior items, underfloor air, MEP's (mechanical, electrical, plumbing), and commissioning oversight.

Professional Organizations: ASHRAE, DBIA, PMP, USGBC, CBE Berkeley, Energy Star, Association of Energy Engineers (AEE)

Jim Blackledge, AIA, NCARB, LEED AP Director

Background/Project History:

An experienced management professional with 36 years of major accomplishments in Strategic Planning, program analysis, scope development, team selection and management, planning, design, budgeting, scheduling and sustainability program development.

- ❑ Director, Board of Directors of Green Ops, Inc. A nonprofit organization dedicated to helping other 501(c)(3) organizations become more sustainable.
- ❑ Licensed architect - State of Colorado ARC-201759 (1982).
- ❑ NCARB certified (National Council of Architectural Registration Boards) (1988)
- ❑ USGBC LEED Accredited Professional (AP) since 2003.
- ❑ Completed over 7.0 million square feet of corporate offices from core and shell to tenant improvements
- ❑ Completed over 1.8 million square feet of hospitality/hotels
- ❑ Completed over ¾ million square feet of retail, research and telecom projects
- ❑ Owner's Representative for the design/construction and relocation of Region 8 of the U. S. Environmental Protection Agency to a new 420,000 sf LEED Gold rated sustainable facility. Responsible for development of selection criteria, selection of a developer (OPUS), strategic planning and direction of EPA teams to include a 4-year project completion schedule.
- ❑ Management of the Planning and Design Group for JANUS, responsible for in-house expansion and renovation projects in the United States, the United Kingdom and Hong Kong. Development and control of project design, budgeting and construction for expansion totaling \$500 million.
- ❑ Project management for the design and installation of the first telecommunications network in South America (Bogotá, Barranquilla, Cartagena).

Professional Organizations: AIA, USGBC, USGBC CREI (Commercial Real Estate Initiative) Association of Energy Engineers (AEE), Energy Star SPP, NCARB



Recent Project Experience

Green Ops, Incorporated, A nonprofit 501(c)(3) organization

Green Ops, Inc. is a nonprofit sustainability organization that manages resources, research, education and renewable energy to help other nonprofit organizations increase their community support by streamlining their operations in a responsibly sustainable manner. **Strategy** developed and launched this nonprofit in June of 2009 and actively serves as members of the Board of Directors.

Environmental Protection Agency Region 8 Headquarters

A 420,000 square foot LEED Gold office building for Region 8 of the U.S. Environmental Protection Agency. This project illustrates clearly the success that an integrated process can provide. The building has a current Energy Star rating of 94/100. **Strategy** involvement included Owner Representation, Construction Management, development and management of a comprehensive design team and development of “best practices” tasking for various sub-consultants. Project Cost: \$90,000,000.

Strategy is currently working in concert with EPA and CBE (Center for the Built Environment – Berkeley) to develop, program, implement and monitor twenty-one (21) individual standard programs that will measure resource use in the building.

Denver Justice Center Courthouse

A 400,000 square foot LEED Silver Courthouse and a 400,000 square foot Detention Center for the City and County of Denver, and the State of Colorado. Strategy managed the design, budget, bidding, vendor selection and procurement of all furniture, furnishings & equipment (FFE) for the Courthouse and provided FFE assistance for the Detention Center.

1600 Wynkoop and Studebaker Buildings

Two existing buildings in the lower downtown historic district of Denver (LoDo) built in the early 1900's. These buildings are mixed use – consisting of retail, office, and residential spaces. **Strategy** provided a review of the current building systems to determine sustainable options and the analysis of existing building equipment modifications for energy efficiency.

Brighton Lifelong Learning and Resource Center

This project was the redevelopment of a 73,000 square foot existing hospital into a non-profit center for adult education completed for the City of Brighton. **Strategy's** role for the reuse of this existing facility was as the sustainability advisor to determine best practices including the reuse of materials, equipment, provide better energy efficiency and water use reduction.

Return Path

A new 35,000 square foot Tenant Improvement for an e-mail solutions company that relocated to the Arista office building in Broomfield Colorado. **Strategy** was the Strategic Manager providing services that included development of a comprehensive budget and schedule incorporating “best practices” for the Tenant while maintaining a compressed schedule.

Whirlpool Distribution Center

A 400,000 square foot LEED Silver, high-bay distribution center in Aurora, Colorado. **Strategy** provided services for the fundamental building and equipment commissioning requested by the Owner and required by LEED.



Strategy Groups, LLC



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303-295-1918



Project Experience Summary

Hotels/Inns 1,940,000 sf	Retail/Restaurants 100,000 sf
Office/Interiors 7,000,000 sf	Municipal 350,000 sf
Multi-Family 5,829 Units	Research 500,000 sf
Banking 120,000 sf	Telecommunications 100,000 sf
Federal Office 420,000 sf	

Project Locations

United States: Arkansas, California, Colorado, Connecticut, Illinois, Kansas, Massachusetts, Michigan, Missouri, Montana, Nebraska, New Mexico, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Texas, Utah, Washington, Wisconsin,
Overseas: Saudi Arabia, Mexico, United Kingdom, Hong Kong, and South America.

Project Examples

Corporate Offices

- 1) Lowry Campus (800,000 sf/\$250M)-Colorado
- 2) Ptarmigan Place (400,000 sf/\$26M)-Colorado
- 3) Riata Trace (350,000 sf/\$36M)-Texas
- 4) 111 Havana (138,000 sf/\$20M)-Colorado
- 5) Fillmore Place (90,000 sf/\$10M)-Colorado
- 6) Galleria (58,000sf/\$10M)-Colorado
- 7) 44 Cook (50,000 sf/\$9M)-Colorado
- 8) City Point Centre (12,000 sf/\$6M)-London
- 9) Westport (10,000 sf/\$1M)-Connecticut
- 10) Cheung Kong Cntr (8,000 sf/\$1M)-Hong Kong
- 11) Shoe Lane (2,500 sf/\$0.5M)-London
- 12) USEPA Region 8 Headquarters (420,000 sf/\$90M)-Colorado

Hospitality

- 1) Concorde Hotel (220,000 sf/\$24M)-California
- 2) Clarion Hotel (250,000 sf/\$26M)-Colorado
- 3) Clarion Hotel (220,000 sf/\$22M)-California
- 4) First Edition Inn (80,000 sf/\$4M)-Colorado
- 5) Wynfield Inn (100,000 sf/\$5M)-Utah

Project Types

Office	Municipal
Retail	Research Facilities
Sports/Recreation	School/Child Care
Hotels	Residential/Apartment/Townhouses
Restaurants	Banking Facilities
Office/Warehouse	Construction Loan Administration
Telecommunications	