

**Norman W. Nesmith RA, AIA**  
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Accomplished Senior Project Manager, Architectural Designer and Architectural Studio Director skilled at formulating and executing strategic business strategies that focus on design, development, renovation and expansion of facilities. Also experienced in administering renovation and refurbishment programs while adhering to strict corporate brand standards and capital spending plans at a global scale. Team builder with the ability to understand and analyze customer preferences and translate input into coordinated team action. Also formulate business plans and produce functional projects that are both delivered on time and within budget.

**Norman W. Nesmith Architect - Altamonte Springs, Florida** **2010 - Present**  
**Sole Proprietor - Private Architectural Practice**

**Marriott Vacation Club International - Orlando, Florida** **2000 – 2009**  
**Senior Project Manager - Resort Development –Sales Development Team**

Systematically directed and project managed the delivery of multiple new and expanded commercial facilities involved with corporate sales and marketing operations to further the sales operations for Marriot Vacation Club timeshare & Ritz-Carlton Club fractional and whole ownership projects globally. Responsibility included delivery, financial reporting and full responsibility for total installed project cost.

*Brand Types involved: Horizons by Marriott; Marriott Vacation Club; Grand Residence by Marriott, The Ritz-Carlton Club & Residences and The Ritz- Carlton Destination Club.*

- Successfully directed the due diligence & design deliverables required for development of 121 conceptual design packages for facilities that helped result in corporate approval for 22 major resort projects during early business planning.
- Managed the design & final delivery of 64 new timeshare related projects based within 7 world regions that were delivered on time, with-in budget while meeting Marriott Brand Design Standards.
- Managed the design & final delivery of 51 new fractional & whole ownership related projects within 7 world regions that were delivered on time, with-in budget and met Grand Residence by Marriott and Ritz-Carlton Club Design Standards.
- Responsible for maintaining and regularly refurbishing existing Sales & Marketing facilities at 21 Timeshare, Fractional & Whole Ownership project locations worldwide.
- Collaboratively created & developed both Marriott Vacation Club and Ritz-Carlton Club Brand Design Standards for corporate Sales & Marketing Facilities worldwide to be provided to outside design consultants.
- Helped develop and refine the internal SDT corporate “Sales Model” tool for sizing and projecting cost for planned Sales & Marketing facilities worldwide.
- Wrote and refined the “RCC Sales Development Team Project Management Technical Services Agreement” language which helped land existing TSA agreement for the Ritz-Carlton Residences Dove Mountain Project.
- Collaborated on the design & develop of technology based interactive sales kiosk along with their associated animation and static art work required for program content.

**Fugleberg Koch Architects - Winter Park, Florida** **1994 – 2000**  
**Studio Director (Senior Project Architect 1994 – 1998)**

Managed and directed a traditional architectural practice under a "Studio" based approach.  
*Building Types: Commercial, Hospitality (Timeshare and Hotel), Restaurant, Corp Imaging & Reimaging, Entertainment and Multi-Family*

- Collaborated on the architectural design and project managed the National Corporate Reimaging Campaign for the Motel 6 Brand (Accor Lodging North America). Developed a 5 year corporate rollout program which developed and tested new prototypes and developed a Kit of Parts for application to approximately 1,200 existing facilities nationally in North America.
- Collaborated on the architectural design for the National Corporate Reimaging Campaign for Red Roof Inn (Accor Lodging North America).
- Served as Sr. Project Architect for Westgate Lakes Phase 2 timeshare development project in Orlando Florida.
- Collaborated on the architectural design for the National Corporate Reimaging Campaign for the Denny's Restaurants (Advantica Restaurant Group) Brand. Developed a 5 year corporate rollout program which both tested new prototypes and developed a Kit of Parts for application to approximately 1,500 existing facilities nationally in North America and internationally.
- Collaborated on the design and acted as Sr. Project Architect for the 46 million dollar reimaging and renovation project for the 1972 high-rise Hotel Royal Plaza (Central Florida Investments) at Walt Disney World Resorts at Lake Buena Vista, Florida.
- Collaborated on the early development of the early midrise prototypes for Country Inns & Suites hotels (Carlson Company)
- Directed, managed & oversaw the general operation of the "Commercial Design Studio" group. Acted as direct contact for all studio client relationships and communication. Oversaw staffing selection & assignments. Also responsible for overall profit & loss & developed studio contracts and monitored accounts receivables.

**The Scott Partnership Architecture** (Healthcare & Commercial) **1992 - 1994**

**Hansen Lind & Meyer Architects** (Healthcare & Criminal Justice) Firm Associate **1982 - 1992**

**Kemp Bunch & Jackson Architects** (Military, Commercial & Religious) **1972 - 1975**

### **Education**

Master of Arts of Architecture – University of Florida (1982)

Bachelor of Design – University of Florida (1979) – Graduated with Honors

### **Certifications, Awards & Honors**

2004 ARDA Sales Center of the Year Award for the RCC Bachelor Gulch Membership Gallery  
Elected to Board of Directors for Fugleberg Koch Architects 1998 by firm's 94 ESOP members  
Honor Fraternity - Tau Sigma Delta Honor Society for Architecture & Applied Arts (1979)

### **Memberships, Credentials & Community Service**

Register Architect – State of Florida (1987) (A.R. 0011968)

Member American Institute of Architects - AIA (1998); Boy Scouts of America (1999 - Present)

### **Professional Development & Skills**

Microsoft Office - Outlook, Word, Excel & PowerPoint; Autodesk AutoCAD user (1992 – 2000)

Primavera SureTrak & Expedition (Contract Manager) Software user (2003 – 2009) Ver. 3.0

Project Management Certificate Training by Marriott (2001) - International Institute of Learning

Google Sketch Up 7 - Self Administered Instruction

Autodesk Revit Architecture 2011 - Seminole State College Post Graduate work in fall 2010

Project Type Experience Matrix (1972 - 2010) is available upon request.