

## Project Management from a Woman's Perspective



**Kelly Roberts**  
*Studio Director*  
*WALD Studio*



**Shayna Bramley**  
*Sr. Associate – Electrical*  
*Stantec*



**Andrea Hartranft**  
*Principal*  
*Hartranft Lighting Design*



**Bob Bazan**  
*VP of Project Management*  
*Chelsea Lighting*



Credit(s) earned on completion of this course will be reported to **AIA CES** for AIA members. Certificates of Completion for both AIA members and non-AIA members are available upon request.

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Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.

## Learning Objectives

1. Learn the various stages of a project and how to successfully navigate project management.
2. Learn how to identify potential conflicts typical of project management and how to sidestep them.
3. Learn how to improve their communication skills within cross functional teams.
4. Learn skills to strengthen their authority and value in their field.

## Women in Lighting + Design




Our mission is to provide the lighting community an inclusive and open environment for professional and personal growth by offering networking, mentorship, and knowledge sharing. Women in Lighting and Design is open to all women, those that identify as female, and their allies, creating a supportive and safe network for all. WILD connects and supports our members, convening for discussions on professional growth, workplace sexism, financial health, and parental planning, as well as supporting charitable causes. These are not simply women's issues, but are problems that affect the entire community. We are a feminist organization, believing in the equality of the sexes, and strive to promote and encourage this in the lighting industry. We acknowledge the struggles of our past while focusing on how to build forward into the future.

**We are WILD.**

## Women in Lighting + Design

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 <https://womeninlightingdesign.wordpress.com>

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## Introduction: Meet the Moderator and Panelists



**Shayna Bramley**  
*Sr. Associate – Electrical  
Stantec*

Shayna Bramley is a Senior Associate at Stantec Consulting in their northern NJ office. She manages a team of Lighting and Electrical Engineers focused on the Transportation Sector. Recent projects she has worked on include JFK Airport, Long Island Railroad, New Jersey Turnpike, and Albany Skyway. Shayna has a Masters in Architectural Engineering from Penn State, an MBA from University of Florida and holds several professional credentials including PE, LC, CEM, CBCP, and LEED. Over the past 24 years in the industry Shayna has worked as an Electrical Engineer, Lighting Designer, Lighting Sales Rep, and Educator. She also volunteered her time as a former AGi32 Certified Instructor, LC Exam Item Writer, and has authored over 50 AIA CEU courses throughout her career.

## Introduction: Meet the Moderator and Panelists



**Andrea Hartranft**  
*Principal*  
*Hartranft Lighting Design*

Andrea Hartranft, FIALD, of Hartranft Lighting Design, offers expertise gained from more than 2,500 commercial, institutional and industrial projects, including high-end public spaces, energy-efficient workplaces, and cost-driven renovations. Her projects have received international lighting design awards from the IALD and the IES, as well as AIA awards at the regional and national level. She currently serves on the IALD Board of Directors and is a past President of the IALD Education Trust. Andrea has provided presentations on lighting for Enlighten Americas/Europe and Asia, and was a workshop head for Lights in Alingsas 2015 and Luci In Riviera 2017. Andrea also developed and taught Lighting Fundamentals and Advanced Lighting Design courses at the Corcoran College of Art and Design from 2006 until 2013.

## Introduction: Meet the Moderator and Panelists



**Bob Bazan**  
*Senior VP of  
Project Management  
Chelsea Lighting*

Bob Bazan joined Chelsea Lighting in 2016 and serves as Senior Vice President responsible for the Project Management Lighting, Controls and Logistics group. Bob has worked in lighting manufacturing for Cooper Lighting, WAC Lighting and Apogee Translite, responsible for engineering, product development, sales and marketing. Prior to that, Bob worked in printed circuit board manufacturing at Photocircuits Corporation, serving as Vice President of Customer Support and on the restructuring committee for the company's reorganization operations.

Bob is a retired Navy Captain with 30 years of military service and has made many deployments throughout the world including combat operations in Afghanistan, the Korean Theater of Operations, and Emergency Management Operations with FEMA and New York State. He holds a BS in Engineering from the US Naval Academy, an MBA from the University of Rhode Island, and Joint Professional Military Certification from the Air Command and Staff College.



## Introduction: Meet the Moderator and Panelists



**Kelly Roberts**  
*Studio Director*  
*WALD Studio*

Kelly joins the architectural community through her background in theatrical scenic and lighting design. She has experience with a wide range of projects across the United States and overseas, including high-end residential, upscale retail, and boutique hospitality. As Studio Director at WALD Studio, Kelly is responsible for managing the firm's workflow and production work, including drawings, specifications, controls, photometric analysis, and energy code compliance. Outside of the office, Kelly is a leader in the NYC and National groups of Women in Lighting + Design (WILD). She is a member of the Illuminating Engineering Society (IES), Designers Lighting Forum (DLFNY), and is a LEED BD+C professional.

## Internal Project Management



### *Creating Your Team*

- *set clear expectations*
- *provide the who-what-where-when-how*
- *look for the extra “fire in the belly”*
- *keep communication open*

## Internal Project Management



- *institute an open door policy*
- *provide support and build trust*
- *everyone is part of the team*
- *stay involved throughout*
- *encourage education and personal development*

## External Project Management



### *Establishing Leadership*

- *have confidence and show authority*
- *know the food chain*
- *research research research!*
- *establish trust to change expectations*

## External Project Management



### *Conflict Resolution*

- *ask for help*
- *respect goes both ways*
- *trust in yourself*
- *listen, let everyone have a voice*
- *be an ally and encourage other's potential*



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