

JEFFREY W. OUELLETTE

Built Asset Industry Technology & Culture Progress Advocate



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PROFESSIONAL ASSOCIATIONS

National Council of Architectural Registration Boards (NCARB), Member (1994-2024)

buildingSMART International - Implementation Support Group (2009-2020), Vectorworks, Inc. representative (2009-2018), Deputy Chair (2012-2016), Chair (2016-2018), Leader / Manager (2018-2020)

buildingSMART USA - Technical Committee (2020-Present), Chair (2021-2024)

Construction Progress Coalition (CPC), Delegate (2020-present)

American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), Associate Member (2021-2024)

American Institute of Architects (AIA), Associate Member (1994-2019)

AIA TAP (Technology in Architectural Practice) Knowledge Community Advisory Group Member (2011-2017) & 2015 Chair

buildingSMART alliance - National BIM Standard - US version 3 Project Committee, Vice Chair (2012-2015)

Illuminating Engineering Society (IES), Associate Grade Member (2015-2019)

SUMMARY

Jeffrey W. Ouellette is a technology and culture progress advocate for the built asset industry. Leveraging his past 30+ years in CAD, architecture, BIM, and software development and marketing, he now provides independent consulting services for companies and organizations that desire to utilize buildingSMART International (bSI) and ISO openBIM standards, adopt more proficient modern business practices, and evolve industry culture to execute projects more effectively.

- Melding end user experiences, expectations, and needs with market trends and software development strategies to create product messaging and enable its deployment.
- Accomplished communicator skilled in delivering information in many different formats, from print to web, video, and live presentations.
- Highly adaptable with broad experience in a variety of businesses, roles, and projects, internationally and domestically, building and strengthening relationships between stakeholders and across organizations.
- Extensive experience with, knowledge, and demonstration of practical industry technologies and processes.
- Evaluation, development, and deployment of tools and processes aimed at improving team output quality and operating efficiency.

WORK EXPERIENCE

SEP 2018 -

Present

Progress Advocate for the Built Asset Industry

Self-employed Consultant

An independent consultant for the built asset industry, focusing on clients with openBIM® needs, including technical, process, and organizational issues. Providing built asset industry research and project management for IT projects.

Notable Projects:

- **Information Delivery Manual (IDM) Development for Building Information Modelling (BIM) and Building Energy Modelling (BEM) Workflows** - Authorship of a buildingSMART International technical report providing an overview of requirements for developing IDMs and corresponding data exchange specifications between building information modelling and building energy modelling, simulation, and analysis throughout a project lifecycle.
- **Asset Operations Handover (AOH) Framework** - Project management of a new proposed bSI Standards Project to develop an international specification for data exchange from project delivery phase to operations, based on IFC4.3. An international replacement to the US NIBS COBie.
- **AOH-Building Systems Equipment Maintenance (AOH-BSEM)** - Project management of a specific use case application of the AOH Framework.
- **Revit IFC4 Certification and IFC UX/UI Consultation, Autodesk** - Providing consulting services to the Autodesk Revit Interop team to facilitate final steps of IFC4 RV1.2 Certification, as well as exploring an IFC support development roadmap including UX/UI improvements.
- **ASHRAE RP-1815 "Integrating Occupant Behavior Data into Building Information Modeling for Performance Simulation"** - A research project regarding the advancement of implementing Occupant Behavior Modeling concepts through such BIM mechanisms as IFC and gbXML file formats.

FEB 2024 -

Present

Consultant / Senior Advisor (Contractor) - TPF-5(523) BIM for Bridges and Structures [Phase II]

HDR, Inc.

Part of the project team led by HDR, Inc. to continue development of BIM-based project delivery standards for the USA infrastructure industry, started with the previous TPF-5(372). This work focuses on modeling and exchange standards for 3 more use cases over the lifecycle of planning, design, delivery, and management of bridges in the USA inter- and intrastate road networks.

FEB 2019 -

JAN 2024

Consultant / Senior Advisor - Software Vendor Engagement and bSI Liaison (Contractor) - TPF-5(372) BIM for Bridges and Structures

PUBLIC PRESENTATIONS

A Look at the NBIMS-US v3 (2017 BIM World Implementation Strategies, Global Online Symposium - Barcelona, ESP)

Project Digital Archiving Best Practices for Security and Posterity (2016 AIA National Convention – Philadelphia, MD)

Using the National BIM Standard - United States® in the New Era of Project Deliverables (Spring 2016 BIMForum – Minneapolis, MN)

Better IPD Using the National BIM Standard - US® (2015 AIA National Convention - Atlanta, GA)

Using the National BIM Standard - United States® to Support Sustainable Buildings (APEC 2014 China SOM3 - Joint APEC-ASEAN Workshop on Utilizing BIM to Increase Building Performance)

Better Project Delivery Through Implementation of the National BIM Standard - US® (2014 China and US National BIM Standard Seminar, Beijing; Architecture Boston Expo 2014; AIA Austin 2014 Summer Conference; USC BIM GAP+EDGE 2014)

IFC 101 (National Institute of Building Sciences 2014 Building Innovation Conference)

Digital Connections: Better Designs, Better Buildings, and Better Practices with Better BIM Interoperability (AIA 2012 National Convention, Continuing education session, Washington D.C.)

IFC Certification 2.0 (DesignDC 2011, Ecobuild America 2011)

Playing Nice with Others: BIM Interoperability Using IFC (AIA Baltimore Technology in Practice seminar)

openBIM: Real Interoperability, Practical Collaboration (multiple venues, including ecoBuild 2010)

Using an openBIM Workflow (multiple venues, including ecoBuild 2010)

openBIM: The State of the Art of Interoperability (CSI BIM Practice Group & USC BIM Analytics conference) <http://youtu.be/ROZYKI4H61c>

Practical Modeling Methodology for the GSA BIM Guide Series 02 – Spatial Program Validation (AIA Baltimore, AIA Dallas CEU Seminars, & Nemetschek Vectorworks U.S. Webinar Education series)

Transitioning from CAD to BIM Workflows with Vectorworks Architect (Build Boston 2008 workshop & panel)

What is BIM? (multiple venues)

[HDR, Inc.](#)

Part of the project team led by HDR, Inc. to develop BIM-based project delivery standards for the USA infrastructure industry, through a Transportation Pooled Fund, "[TPF-5\(372\) BIM for Bridges and Structures](#)", with participation from 20+ members of AASHTO and the FHWA. As the Software Vendor Engagement Advisor, [managing the participation of software companies in developing support for the standards](#). This includes recruitment, communications, development planning, vendor support, and implementation coordination.

**JAN 2023 -
DEC 2023**

Proposal Author & Editor

[buildingSMART International \(bSI\)](#)

Assisting the buildingSMART community and Domain leaders with the writing and editing of Activity Proposals and Project Plans for initiatives regarding the application of openBIM(R) standards to various industry needs.

Notable Projects:

- **openBIM for Electrical Engineering** - A proposal to examine and apply bSI's openBIM standards to the building electrical engineering domain, focused building power supply and controls.
- **openBIM for High-Voltage Power Transmission** - A proposal to examine and apply bSI's openBIM standards to the Power industry, focused on the transmission and distribution of power from generation sources to points of use.

**SEP 2018 -
DEC 2023**

Technical Coordinator (Contractor)

[buildingSMART International \(bSI\)](#)

Administration of the bSI Forums <forums.buildingsmart.org> a Discourse-based online forum for peer-to-peer communication in the buildingSMART community.

Maintenance of the bSI Standards Implementation Database

<<https://technical.buildingsmart.org/resources/software-implementations/>>

Former admin of technical.buildingsmart.org, standards.buildingsmart.org, and github.com/buildingsmart.

**SEP 2019 -
DEC 2022**

Technical Room International Program Coordinator (Contractor)

[buildingSMART International \(bSI\)](#)

Facilitation and management of efforts in the Technical Room. Assisting the Technical Room leadership, TR Steering Committee with meetings, and bSI Management Office with bSI Process documentation and evolution.

**SEP 2018 -
DEC 2020**

ISG Leader (Contractor)

[buildingSMART International \(bSI\)](#)

Leadership of the Implementation Support Group (ISG). Arrangement, attendance, and convening of semi-annual ISG meetings and monthly calls. Response or delegation of technical queries from the ISG community.

**JUL 2012 -
AUG 2018**

Sr. Architect Product Specialist, Product Marketing

[Vectorworks, Inc.](#)

As a Senior Architect Product Specialist, in the Product Marketing division, I continued to have richly varied roles influencing the understanding of CAD and BIM technologies for customers and the AEC industry.

In addition to many of my previous responsibilities as a BIM Specialist, my role as a Product Marketing team member involved:

- Development of product messaging and collateral;
- Development of internal tools & processes for product marketing;
- Direct customer engagement for product feedback and customer success support;
- Industry engagement as a subject matter expert for BIM, and especially interoperability, topics;
- Assistance with strategic partner development, evaluating product-to-product workflows and crafting resulting market messaging and collateral.
- Vectorworks, Inc. representative to buildingSMART International Implementation Support Group

PUBLICATIONS

"BIM for Design Firms: Data Rich
Architecture at Small and Medium
Scales", F. Lévy and J. Ouellette,
Wiley/2019, ISBN-13: 978-1119252801

"IFC Certification: The Next Step on the
Road to True Interoperability", Green
Building Journal, March 2011

"Revolution or Evolution? CAD to BIM",
Architectural Products, November 2010:
100

"Making the Conversion from CAD to
BIM", Architectural Products, October
2010: 124

- Technical advisor to the Illuminating Engineering Society (IES) Computer committee and BIM sub-committee

Notable Projects:

- **Vectorworks BIM Implementation Checklists** - Documentation to help existing and new users make the transition to BIM-based workflows using Vectorworks Architect software.
- **National BIM Standard - United States (NBIMS-US™) Version 3 Project Committee** (2012-2015). The National BIM Standard-United States® provides consensus based standards through referencing existing standards, documenting information exchanges, and delivering best business practices for the entire built environment.
- **AIA Technology in Architectural Practice Knowledge Community BIM Standard/Guidelines Survey** (2012-2013) - In 2012, AIA TAP compiled a survey of the current global state of BIM Standards/Guidelines. This spreadsheet documented known private and public specifications, both well-established and those currently being developed. Links to the organizations and documentation were provided.

MAR 2006 -
JUL 2012

Content Developer & BIM Specialist, Integrated Practice Vectorworks, Inc.

As a BIM Specialist, in the Integrated Practice division, I had richly varied roles influencing the understanding of CAD and BIM technologies in the AEC industry and the development of Vectorworks Architect, including:

- Research of topical BIM technologies, processes, standards, and workflows, including analyzing competitor and strategic partner solutions.
- Collaborating with Nemetschek Vectorworks software engineering staff to test, review, design, and manage the development of various features for several releases of the application, including:
 - IFC import/export functionality & certification;
 - Doors, Windows, Stairs & Framing Member objects
 - Keynotes;
 - New standardized object dialog interface;
 - Visual Scripting
- Collaborating with other software developers supporting BIM workflows and interoperability between products, focusing primarily on the use of Industry Foundation Classes (IFC)
- Creating examples of best practice methods of using the Vectorworks Architect software for Building Information Modeling (BIM).
- Acting as a liaison to the professional community, educating architectural and other AEC industry professionals about Vectorworks as a BIM technology and how it is incorporated in BIM workflows. This includes presentations to national and international audiences, in the US, Japan, Norway, and the Netherlands
- Vectorworks, Inc. representative to buildingSMART International Implementation Support Group
- Facilitating Vectorworks Architect customers' implementation of BIM techniques and workflows in their practices and services to their clients.
- Implementation of "open BIM" messaging for Vectorworks, Inc.

Notable Projects:

- **Vectorworks BIM in Practice Demonstration Projects** (2006-2012) - The Vectorworks BIM in Practice Series was a collection of projects that provided users with practical, pragmatic guidance and discussions about how to implement projects in Vectorworks using BIM methods. This collection contained a variety of project types, sizes, style and complexities. Each project was meant to highlight a particular method, workflow or set of tools, and vary from project to project, to cover a variety of strategies.
- **Vectorworks Architect IFC2x3 CV2.0 Certification** (2010-2013) - A rigorous software testing and development regimen to ensure the technical capability of the software to export IFC2x3 architectural models and import all IFC2x3 models based on the Coordination View 2.0 requirements.
- **buildingSMART alliance/Open Geospatial Consortium AEC00 Testbed-1** (2008-2009) - The buildingSMART alliance (bSa), a Council of the National Institute of Building Sciences, and the Open Geospatial Consortium (OGC) conducted a Testbed, based on OGC's Interoperability Program (IP) to develop candidate specifications and best practices to meet sponsor requirements. The AEC00-1 Testbed looked at streamlining communications and information exchanges between project participants during the criteria design phase to get an understanding of the tradeoffs between construction quantity take off, cost and energy efficiency.
- **buildingSMART International Standards Implementation Database** (2010-present) - A database of bSI Standards compatible applications (including IFC

and BCF) for the whole range of design and construction disciplines, including infrastructure, architectural, structural, building services, FM, and model viewing.

**Jul 2005 -
Mar 2006**

Project Manager

Antenora Architects LLP

Custom residential projects

Notable Projects:

- Volente Lake House, Guest House - Volente (Lake Travis), Texas
- SoCo House on Eva Street - Austin, Texas
- Garner Avenue Residence - Austin, Texas

**Apr 2002 -
Jun 2005**

Self-Employed Contractor

Atelier Ouellette

Freelance design and production services

Notable Projects:

- REALMdanceproject promotional materials and digital photography
- Kathy Dunn Hamrick Dance Company promotional materials and digital photography

**Nov 2002 -
May 2005**

Designer/Project Manager

Studio Momentum Architects, PC

Contract services for custom residential and graphic design

Notable Projects:

- Rosedale Residence - Austin, Texas
- Kelsey Residence Remodel and Addition - Austin, Texas
- High House, Student Commune - Austin, Texas

**Jun 2002 -
Jan 2003**

Production Assistance

DLB Architect

Contract services for construction document production of dental clinics and custom residential projects

Notable Projects:

- Ferguson Dental Clinic - Austin, Texas
- Hicks Residence Addition and Remodel - Austin, Texas

**Nov 1999 -
Mar 2002**

Project Manager

Chris Lewis Architects (defunct)

Custom residential, restaurant, dental clinic, and commercial office projects

Notable Projects:

- Cypress Creek Office Park - Cedar Park, Texas
- Sunchase Plaza Office Park - Cedar Park, Texas
- Sandy Creek Marina Beach Bar - Volente, Texas
- Pool Cabana, Private Residence - Austin, Texas
- Oral/Maxillofacial Surgery Suite - Cedar Park, Texas

**Oct 1998 -
Nov 1999**

Project Manager

Studio Mosaic (defunct)

Custom residential and commercial office projects

Notable Projects:

- Medical Office Building (with Chris Lewis Architects) - Cedar Park, Texas
- Jolly Residence Addition - Austin, Texas
- Azalea Residence - Dallas, Texas

**Nov 1997 -
Sep 1998**

Project Manager

Jackson Galloway Associates, PLLC (formerly Jackson Galloway + Collier)

Religious, educational and custom residential projects

Notable Projects:

- McEntire Residence - Westlake, Texas
- Renovations and Additions, First Presbyterian Church - Austin, Texas
- Renovations and Additions, First Presbyterian Church - Georgetown, Texas
- New Worship Center, First Baptist Church (with Overland Partners, Inc.) - Georgetown, Texas

**Jul 1996 -
Oct 1997**

Project Manager

Eleven Thirteen Architects, Inc.

Restaurant, educational, and custom residential projects

Notable Projects:

- Franchise Expansion Stores, Red River Barbeque & Grille - Columbia, Maryland & Reston, Virginia
- Renovations & Additions, Brooke Elementary School, AISD - Austin, Texas

**Jan 1995 -
Apr 1996**

Intern Architect

Rohrbach Associates PC (formerly Rohrbach Carlson)

Medical research, religious, retail, hospitality, institutional, and educational projects

Notable Projects:

- Hub-Co Credit Union - Keokuk, Iowa
- Oncology Center, Mercy Hospital and The University of Iowa Hospitals & Clinics - Iowa City, Iowa
- BL-3 Suite Research Lab, Veterans Administration Medical Center - Iowa City, Iowa
- Quadrangle and Hillcrest Restroom Renovations, University of Iowa Residence Halls - Iowa City, Iowa

**Jun 1993 -
Dec 1994**

Intern Architect

OPN Architects

Institutional, educational, and commercial office projects

Notable Projects:

- New Middle School, Linn-Mar Community School District - Marion, Iowa
- Existing Facility Renovation & Expansion, Jane Boyd Community House - Cedar Rapids, Iowa
- Telemarketing Headquarters - Cedar Rapids, Iowa

EDUCATION

**Aug 1987 -
May 1993**

Bachelor of Architecture

Iowa State University

INDUSTRY SOFTWARE/TECHNOLOGY EXPERIENCE

Vectorworks Designer (www.vectorworks.net)

Solibri Model Checker (www.solibri.com)

Autodesk Revit (www.autodesk.com)

Bentley Systems OpenBridge Designer (<https://www.bentley.com/software/openbridge-designer/>)

SketchUp (www.sketchup.com)

ArchiCAD (www.graphisoft.com)

AutoCAD (www.autodesk.com)

CADVANCE (www.cadvance.com)

Industry Foundation Classes (IFC), buildingSMART Data Dictionary (bSDD), Information Delivery Specification (IDS) (www.buildingSMART.org)

Other Software/Tools

Microsoft 365 - Word, Excel, PowerPoint, OneNote, Outlook & Teams

Perforce - GitHub - Confluence - BaseCamp

monday.com

Miro - MURAL

Wordpress - Mobirise - Discourse

Adobe Acrobat, Photoshop, InDesign & Illustrator

Affinity Photo, Designer & Publisher

Google Drive, Docs & Sheets

iMeet Central - Citrix GoToMeeting/GoToWebinar - Cisco WebEx - Zoom - MS Teams

BUSINESS TRAVEL

Belgium: Ghent & Leest

China: Beijing, Chongqing, Jinan, Shanghai & Hong Kong

Czech Republic: Prague

Estonia: Tallinn

Finland: Helsinki & Tempere

France: Paris

Germany: Munich, Berlin & Dusseldorf

Hungary: Budapest

Italy: Rome & Milan

Japan: Tokyo, Kyoto & Osaka

Lithuania: Vilnius

Netherlands: Amsterdam, Rotterdam, Leiden, Gouda & Arnhem

Norway: Stavanger, Oslo & Bergen

Romania: Bucharest

UK: London & Glasgow

USA.: Los Angeles, CA; San Francisco, CA; Denver, CO; Washington, D.C.; Miami, FL; Tampa, FL; Atlanta, GA; Chicago, IL; New Orleans, LA; Boston, MA; Baltimore, MD; Minneapolis, MN; Charlotte, NC; New York, NY; Syracuse, NY; Portland, OR; Pittsburgh, PA; Philadelphia, PA; Chattanooga, TN; Nashville, TN; Dallas, TX; Houston, TX; San Antonio, TX; Bellingham, WA; Seattle, WA;

South Korea: Jeju & Seoul