

# CADFORCE, Inc. Bolsters BIM and Green Capabilities With Hiring of International AEC Technology Expert

## Dr. David Gerber to Lead Innovative Product Development Efforts

LOS ANGELES, Calif. (SEND2PRESS NEWSWIRE) – CADFORCE, the Los Angeles-based global leader in outsourced architectural services, today announced the hiring of David Gerber, Ph.D., as Vice President of Innovation. “In Dr. Gerber, we have found a rare combination of architectural and technology expertise that makes us the clear innovation leader in Revit,” said Bob Vanech, Chief Executive Officer of CADFORCE.



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“Dr. Gerber has found ways to help our clients by creatively applying BIM to address design, sustainability, and business issues in the AEC industry.”

Dr. Gerber is a specialist in architectural, engineering, and construction (AEC) technology. His expertise includes associative parametric modeling and using Building Information Modeling (BIM) to create better design and more efficient, cost-effective work processes – which can include implementing LEED and other green building criteria using BIM.

“CADFORCE’s innovative business model, along with its aggressive BIM initiatives, caught my interest,” said Dr. Gerber. “I’m looking forward to leading our clients through the transition from CAD to BIM – and helping them implement new service offerings that incorporate cutting-edge AEC technologies.”

Dr. Gerber earned his Doctorate from Harvard University and has worked for the highly-regarded, internationally-known architecture firms of Gehry Technologies in Los Angeles, Zaha Hadid Architects in London, and Moshe Safdie and Associates in Boston. He has also written extensively on BIM and parametric modeling, authoring *Explicit to Parametric Iterations*, published in English and French. Dr. Gerber is a professor at the Southern California Institute of Architecture (SCI Arc), and lectures and teaches internationally.

Applying his expertise in AEC technologies and experience in architecture, planning and engineering, Dr. Gerber has begun to create innovative products ranging from BIM-enabled green building design and simulation to 3D project description and delivery. He is also crafting forward-looking collaboration

technologies and processes that incorporate additional dimensions, such as “4D” time and sequencing, and “5D” costing. Finally, he has coined the term “6D,” which refers to calculations of carbon output made possible through BIM-based AEC applications.

“Dr. Gerber is not just a top-notch architect – he’s also a visionary,” said Vanech. “His expertise in using BIM to create better structures includes developing innovations that can lead to a reduction in greenhouse emissions. Clearly, he is already using his knowledge to improve peoples’ lives.”

#### **About CADFORCE**

CADFORCE is the global leader in next-generation BIM and construction document production services. CADFORCE uses a unique, client-driven blendshore project delivery approach, with drafting facilities in India collaborating with a US-based architectural team. Now in its fifth year of operation, CADFORCE provides exceptional construction document production, cutting-edge BIM and CAD support services for architects, engineers, and homebuilders nationwide. In an industry known for razor-thin margins, CADFORCE can save architects as much as 50% of their production costs on construction documents along with BIM and CAD work.

CADFORCE has over 350 customers in over 30 states, including architectural and engineering firms of all sizes. CADFORCE specializes in production of construction documents in Autodesk’s (NYSE: ADSK) family of software, including Revit, AutoCAD and Architectural Desktop.

In addition to its headquarters in Los Angeles, three facilities in India, and one in Colombia, CADFORCE operates sales offices across the country that cover the Pacific Northwest, East Coast, South, and Midwest. CADFORCE expects to continue growing its national presence and expanding its offshore facilities within the next year.

For more information please visit [www.cadforce.com](http://www.cadforce.com) or call Randy Steinberg at (310) 437-6300 extension 164.

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