

# CADFORCE, Inc. Announces Hiring of Former RTKL Principal and National Quality Expert

## Cliff Moser to Head Architecture Department at Premier Architectural Services Firm

LOS ANGELES, Calif. – Oct. 22 (SEND2PRESS NEWSWIRE) – CADFORCE, the Los Angeles-based global leader in outsourced architectural services, today announced the hiring of Cliff Moser, AIA, MSQA-LEED(R) AP as Vice President of Architecture. “Cliff’s knowledge of quality systems and processes will be passed directly to our clients – resulting in better, more efficient, homes and buildings,” said Bob Vanech, Chief Executive Officer of CADFORCE.



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“The addition of Cliff illustrates our transition from service provider to a full-fledged architectural consultancy that completely integrates with our clients’ operations.”

Moser, a licensed architect with over 30 years of architecture and construction experience, is an authority on quality control and is the author of numerous articles and whitepapers about quality in architecture and the building and construction industry. He is a member of the American Institute of Architecture’s (AIA) Advisory Group for the Practice Management Knowledge Community and the 2008 chair-elect of the Design and Construction Division of the American Society for Quality (ASQ).

Over the past 25 years, quality has moved to the forefront of the public consciousness, changing the way American service providers and manufacturers do business. “With the building industry becoming more segmented, the greater complexity of building design, and the greater liability faced by an ever-increasing number of consultants, quality issues have definitely become more important to clients, contractors, and everyone in between,” said Moser. “In keeping with the philosophy of the quality movement, what we strive to do at CADFORCE is ensure quality every step of the way – rather than waiting until a project is done before inspecting it the first time.”

Moser served as Principal of the Healthcare Studio at RTKL Associates – the country’s third largest architecture firm. Moser has contributed to many highly-regarded healthcare facility designs, including Los Angeles’ Cedars-Sinai Medical Center and UCLA Westwood Replacement Hospital; Orange County’s St. Joseph’s Patient Care Center; Houston’s Baylor Medical Center; and Bryn Mawr Hospital in Bryn Mawr, Pennsylvania. Moser has managed dozens of

projects totaling over \$1.6 billion in construction costs.

“My new position with CADFORCE is an excellent opportunity to use my skill at enhancing service quality – and my knowledge of the business of architecture – to help our clients operate more efficiently and profitably,” said Moser. “My understanding of LEED will also enable us to address the market’s demand for more green homes and buildings.”

“Cliff will be a great asset to CADFORCE,” said Vanech. “His expertise will ensure that we continue to offer superior services, enable our clients to focus on what they do best, lighten their workload, and earn more money.”

#### **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, which 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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