

Sandra M. Strand

BS - Interior Design, MBA, LEED BD+C, NCIDQ, CID

Senior Project Manager/ Senior Interior Designer/ Workplace Strategist

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With a degree in Interior Design and an MBA in Marketing and Management, Sandra is a unique talent in the design industry. She has been recognized for both her design acumen and her ability to manage a project team through all phases of large complex projects.

She has worked for large architecture firms on complex and geographically diverse projects and enhanced her marketing and management skills by balancing the design and business sides of interior design.

Her design skills have been honed by working with three of Interior Design Magazine's Hall of Fame Interior Designers - Neville Lewis, Andre Staffelbach, and Art Gensler.

While working in Shanghai and Hong Kong she has been the catalyst for starting interior design practices at major firms through marketing, hiring, and managing of global and regional locations.

WORK EXPERIENCE:

SHAN MI (Parent Company, China)	Shanghai, China	Owner	2009- Present
Strand & Associates (Subsidiary, China)	Shanghai, China	Owner	
Strand Crittendon (Subsidiary, China)	Shanghai, China	Partner	

In 2009, Sandra started her own consulting practice. She worked as a consultant to a regional China practice, CJ2, on projects for mainly American and European clients. She has worked with Chinese state enterprises to create world class control rooms including:

- Beijing Rail- Beijing China: 100,000 SF / \$10,000,000 construction cost
- Sichuan Power- Sichuan, China: 30,000 SF / \$2,400,000 construction cost

GENSLER	Shanghai, China	Director	2005- 2009
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Sandra joined Gensler Shanghai to start the Workplace (Interiors) practice, growing the department to 30 people (approx. \$3,000,000 per year). The major projects won:

- China headquarters of Mary Kay: 92,000 SF / \$3,680,000 construction cost
- China campus headquarters of Dow Chemical: 765,000 SF / \$76,500,000 construction cost
- Won Gensler's Design Excellence Award for Unbuilt Projects, 2007

PERKINS & WILL	Shanghai, China	Director	2002- 2004
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Sandra started the Shanghai Interior Design practice winning and designing prestigious projects such as:

- Shanghai United Hospital & Clinic: 80,000 SF / \$6,000,000 construction cost
- Shanghai Power Control Room: 10,000 SF / \$800,000 construction cost

HOK	St. Louis, MO, and Hong Kong, China	VP/ Director	1999-2002
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Worked with HOK's largest client, Nortel Networks on consolidation, consulting and interior design including:

- Nortel Networks, Beijing, China - 85,000 SF / \$8,700,000 construction cost
- Nortel Networks, Hong Kong, China - 90,000 SF / \$6,750,000 construction cost

ELLERBE BECKETT	Minneapolis, MN	VP/ Director	1989-1999
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Directed the full-service interior design team. She acted as the main client contact for all Dow Chemical campus projects. Her most significant, 3-year project won a major R&D Magazine's Lab of the Year Award: Hewlett-Packard, Wilmington DE, - 365,000 SF / \$72,000,000 construction cost.

CERTIFICATIONS:

LEED AP, Accredited Professional, Building Design & Construction

CID, Certified Interior Designer, Minnesota USA

NCIDQ, Certified National Council for Interior Design Qualifications

FUNCTIONAL EXPERIENCE:

Project Management - Sandra is able to manage both the team and the documentation from the start of a project through completion. This includes all deliverables- design documents, construction paperwork, meeting notes, schedules, budgets to keep clients and all team members apprised of the current status. She has proven her ability to manage large, complex, multi-disciplinary projects as large as 765,000 SF.

Management - Managing large projects includes staffing internally and externally (outside consultants) and keeping that team aligned throughout the project via weekly meetings and other documentation. Sandra has able to keep teams as large as 45 people together through completion of these projects.

Sustainability - Sandra is LEED AP certified and has a keen interest in sustainable interior materials. She assists her clients with creating the most environmentally friendly and beautiful interiors by working closely with the engineering and design teams.

Workplace Strategy - Sandra has consulted with clients on the development of workplace strategies including: real estate, workplace standards, shared workplaces, stacking and blocking, etc. These skills are essential in the post-pandemic environment where exploring the purpose and size of offices for hybrid work patterns is key.

Control Room Speciality - Sandra has developed control room design expertise working on mission critical facilities throughout her career. She has designed five (5) network Control Rooms in the USA and ten (10) in China for infrastructure projects including: transportation, petro-chemical and finance/ banking.

Design - Sandra has managed large multi-disciplinary teams on large projects from start to completion. These teams included architects, engineers, and interior designers as well as consultants and multi-location client representatives. She has successfully organized teams to win numerous design competitions and award.

Education Sector - Sandra has programmed and designed schools for:

- University of Minnesota, Carlson School, Minneapolis, MN: 4,000 SF / \$18,000,000 cost
- Arizona State University School of Business, Tempe, AZ: 405,000 SF
- Concordia International School (K-12), Shanghai, CHINA
- Dulwich College International School (K-12), Shanghai, CHINA

Marketing - While leading Interior Design practices, Sandra was responsible for sourcing new work for her team. In China, most projects are awarded by design competition. The design must to be created and presented in competition with other firms in order to win new commissions. Sandra successfully won design competitions in China for large clients including Dow Chemical, United Technology and Mary Kay.

EDUCATION:

Masters of Business Administration (MBA), 1997 University of Minnesota, Carlson School
Marketing & Strategic Management

Bachelor of Science (BS), North Dakota State University
Interior Design & Textile Science

RECENT COMPETITIONS & PRESENTATIONS:

Sephora Design Competition: Shanghai, China 2020

Givaudan Design Competition: Shanghai, China (WON), 2016, 60,000 SF/ \$45M construction cost.

United Technologies Design Competition: Shanghai, China (WON) 2016, 60,000 SF/ \$6M construction cost.

Shanghai JiaHui International Hospital- "A New Healthcare Experience": HOSCON- Hospital Construction Summit; Beijing, China 2016

JiaHui Clinic Design Competition: Shanghai, China (WON), 2016, 30,000 SF/ \$3M construction cost.

DBS Bank Design Competition: Beijing, China (WON), 2014, 45,000 SF/ \$4,250,000 construction cost.

Infineum Design Competition: Shanghai, China (WON), 2014, 46,000 SF/ \$3,450,000 construction cost.

LSI/ Avago Design Competition: Shanghai, China (WON) 2014, 160,000 SF/ \$12,800,000 construction cost.

Qian Chen Investments Design Competition: Shanghai, China (WON) 2012, 25,000 SF/ \$1M construction cost.

Beijing Rail Design Competition: Beijing, China (Won) 2012, 100,000 SF/ \$10M construction cost

SELECTED PROJECT IMAGES:

