# SMARTBUILD Selects Rowan Steel-Hall as Chief Operating Officer to Drive AI-Powered Transformation in Construction

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Industry Veteran Brings Expertise in AI, Digital Transformation, and Operational Strategy to Scale SMARTBUILD?s Vision

[TORONTO, March 18, 2025] ? SMARTBUILD, a leading force in construction technology, is proud to announce the selection of Rowan Steel-Hall as Chief Operating Officer (COO). With a proven track record in AI-driven business transformation, digital strategy, and large-scale operational leadership, Rowan?s appointment signals SMARTBUILD?s commitment to revolutionizing the construction industry by bringing cutting-edge AI and automation to a historically slow-adopting sector.

Rowan?s 20 years of experience in digital transformation, AI strategy, and operational excellence at Boston Consulting Group (BCG), Vale Resorts, and Adidas uniquely positions him to elevate SMARTBUILD?s capabilities and expand its market reach. His ability to bridge business strategy with AI-driven decision-making has delivered hundreds of millions in value to global enterprises?expertise he now brings to modernize construction workflows and scale SMARTBUILD?s AI-powered solutions.

A Vision for the Future: AI & Data-Driven Construction Management

In his role as COO, Rowan will be responsible for:

Defining the AI and Digital Transformation Strategy ? Leveraging best practices from Fortune 500 companies to accelerate AI adoption in construction.

Scaling SMARTBUILD?s AI-Powered Automation Tools ? Helping construction firms eliminate inefficiencies

and increase productivity through data-driven workflows.

Expanding SMARTBUILD?s Enterprise Capabilities ? Positioning the company as a trusted partner for large construction firms while continuing to serve SMBs.

Building a High-Performing AI & Strategy Team ? Attracting top AI talent and structuring SMARTBUILD?s teams for maximum impact.

"Technology is evolving faster than any individual company can keep up with, and the construction industry has historically lagged behind in adopting digital solutions. At SMARTBUILD, we?re changing that. By partnering with Zulq and leveraging his deep construction industry domain expertise, we will be building a platform that combines deep industry knowledge, AI-driven automation, and a customer-first approach to bring real, scalable solutions to contractors of all sizes," said Rowan Steel-Hall.

From AI Transformation to Construction Tech Leadership

Rowan?s journey from AI-driven business transformation to construction technology leadership makes him the ideal person to execute SMARTBUILD?s next phase of innovation.

At Boston Consulting Group (BCG), he helped Fortune 500 companies unlock hundreds of millions in value through AI and digital transformation.

At Vale Resorts, he led data science and AI teams, ensuring analytics-driven decisions enhanced efficiency and profitability.

At Adidas, he played a key role in supply chain optimization and product launch strategy, including the largest product release in Adidas history.

"We?re thrilled to have Rowan on board," said Zulq Malik, CEO of SMARTBUILD. "His ability to scale AI-powered solutions and execute high-impact transformations will help us take SMARTBUILD to the next level. Rowan brings the expertise we need to make SMARTBUILD the go-to platform for AI-driven construction management."

This appointment is part of SMARTBUILD?s strategic push to expand AI adoption in construction, streamline operations, and position itself as the premier AI-powered construction management solution starting with its newest AI product release SMRT-E.

For more information about SMARTBUILD and our leadership team, visit smrtbld.com.

About SMARTBUILD

Founded by industry and technology experts, SMARTBUILD is an AI-powered construction management platform designed to eliminate inefficiencies, improve project visibility, and drive productivity. By integrating automation, AI-powered analytics, and digital workflows, SMARTBUILD helps construction professionals reduce risk, cut costs, and complete projects on time.

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**SMARTBUILD**

*SMARTBUILD recognizes the unique needs of construction projects and stakeholders. Backed by over 50 years of combined field experience, they've developed purpose-built construction tech tools to support teams from concept to closeout.*

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