



Professional Profile: Mark Maddalina, 2014

March 24, 2014 - Green Buildings

Name: Mark Maddalina

Title: Senior Associate, Sustainable Design Director

Company: SWBR Architects

Location: Rochester, N.Y.

Birthplace: Rochester, N.Y.

Education: Nazareth College of Rochester, B.S. in Studio Art (1987); SUNY at Buffalo, M. Arch (1997)

First job outside of current field: Prior to now, it has been a well-kept secret that I worked mixing dance music as a nightclub DJ for years prior to entering an art, or eventually, my architectural career. Though it seems unrelated, it allowed me to develop my public speaking skills, taught me how to "read" a room and gave me experience dealing with individuals far more challenging than any client I expect I will ever have.

First job in current field: I started out working for a local E/A firm that has since been acquired. I had the benefit of working with an architect and a mentor, David Carli. While I was there I met a number of great professionals, some of whom I still work with today at SWBR.

What do you do now and what are you planning for the future? I look forward to advancing the already meaningful green building work that our firm has done and expand upon it, providing more clients with intelligent, sustainable solutions through a collaborative process.

How do you unwind from a busy day? There is nothing better than being home relaxing with my family.

Favorite book or author: It's hard to pick a favorite, but I'm just about to start "Monuments Men."

Favorite movie: "Schindler's List"

Last song you purchased/downloaded? "Happy" by Pharrell Williams

One word to describe your work environment: Collaborative.

Rules to live by in business: Communicate honestly and genuinely. Do your homework. Do work that you are passionate about.

What is your dream job? I have it.