



2021 Ones to Watch: Michael Picard, SWBR Architecture, Engineering & Landscape Architecture, D.P.C.

April 20, 2021 - Spotlights

Name: Michael Picard, CDA, CEBS

Title: Chief Financial Officer

Company Name: SWBR Architect, Engineering, & Landscape Architecture, D.P.C.

What recent project, transaction or accomplishment are you most proud of?

I took the lead on the firm's acquisition of 3T Architects in Troy, N.Y. It was a very lengthy and complicated process which started prior to the pandemic. However, not only was it completed successfully, we are now quickly seeing the benefits to the synergies of both firms. The biggest winners from this transaction are the current and future customers in the Capital Region as they get the existing expertise of the Troy office with a greatly expanded depth of resources.

How do you keep your team motivated despite conflicts and obstacles?

Constant and open communication is very important. During the statewide lockdown, I was the only person on-site for the first several weeks. I made sure to reach out to everyone on the team. Since I am an early riser, I started posting daily quotes every day to ensure the entire office had a common connection to the firm. This remained in place for over a year. I benefited from it as much as my team.

How do you contribute to your community or your profession?

I am a mentor with the Champion Academy in Rochester. It is an extreme mentoring and empowerment program founded by Roland Williams.

Favorite quote:

"The Lord is first, my friends are second and I am third." – Gale Sayers

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