



VHB names Smedberg as institutions market leader

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Providence, RI VHB, a national leader in providing integrated consulting services, welcomes Robert Smedberg, PE, back to the team as the companywide Institutions Market Leader. Based in VHB's Providence, RI, office, Smedberg brings over 25 years of experience to his new role, including 17 years at VHB from 2002 to 2019.

Smedberg's experience includes his most recent role as client sector leader at another professional services firm in the AEC industry, where he was responsible for business development, strategic planning, and market team management focused on the institutions market. Prior to this position, Smedberg served as VHB's Northeast Region institutions market lead, where he developed key market strategies, built long-term relationships with clients, and contributed to strong revenue growth. During this time, Smedberg served key clients, including Rhode Island Hospital, University of Connecticut, University of Rhode Island, Jackson Labs, Northwell Health, and Princeton University, among others.

As institutions market leader, Smedberg will guide the Institutions practice across VHB's footprint and focus on prioritizing, developing, and implementing the strategic framework for growth within the market. Smedberg will collaborate with regional market and service leaders to implement VHB's integrated-services approach and partner with clients along the Eastern Seaboard to deliver sustainable, equitable, and resilient healthcare and educational facilities.

"Rob's forward-thinking, client-focus approach and passion for innovative problem solving will allow VHB to continue to advance our education and healthcare experience while providing future-focused solutions for our clients and communities," said chief development officer Mike McArdle.

Smedberg is a graduate of the University of Rhode Island and holds a Bachelor of Science in Civil Engineering. He also holds certifications as a Professional Engineer in Massachusetts, Rhode Island, Pennsylvania, Ohio, and Texas.

In addition, Smedberg is an active member of the Society for College and University Planning (SCUP), the Center for Health Design (CHD), New York Building Congress (NYBC), New England Healthcare Engineers Society (NEHES), Healthcare Facilities Managers Society of New Jersey (HFMSNJ), Professional Women in Construction (PWC), and has served on the Board of Directors for the ACE Mentor Program in Rhode Island.

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