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**SmithGroupJJR hires David Rosenfeld and Regina VanderWerff to lead Business Development in Southern California**

Los Angeles, CA, October 11, 2017 – [SmithGroupJJR](http://www.smithgroupjjr.com/), one of the nation's leading integrated design firms, has hired [David Rosenfeld](https://www.linkedin.com/in/david-rosenfeld-9b53ab6/) and [Regina VanderWerff](https://www.linkedin.com/in/reginavw/) to lead business development efforts for its San Diego and Los Angeles offices.

“As we strive to continue on our amazing growth trajectory, we are fortunate to have two highly talented and experienced industry veterans like David and Regina join our team,” said [Bonnie Khang-Keating](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Flink.email.dynect.net%2Flink.php%3FDynEngagement%3Dtrue%26H%3Ds8mq%252BFF8Y8J%252F7%252FXrLp5ygdcwMPrxjsUdQBMch4EEnHhpCCjF3%252FNlfIiIuiem4l2GGr4RAauM2ABDVKVBpHwZi%252FReKy7t8l6OtzEkA34GwA8bXphW82NNOZ%252BOJsWyKgHABQcCZUkFjcQ%253D%26G%3D0%26R%3Dhttp%253A%252F%252Fwww.smithgroupjjr.com%252Fpeople%252Fbonnie-khang-keating%26I%3D20170829203202.000000cbd442%2540mail6-34-usnbn1%26X%3DMHwxMDQ2NzU4OjU5YTVjZjNmMDhjNzZlNGJiNDQzMzY4MDs%253D%26S%3Dw8VFQ3yTAgMkkm8YolXXZ0F6GJ15vYg3xXDuqOcv8a0&data=02%7C01%7Cjaclyn.veit%40smithgroupjjr.com%7C211644d4b6a94634df9408d4ef1d037e%7Ca419c82f5cb0476ba47991ae8a7269f8%7C1%7C0%7C636396355423789793&sdata=KHZ4daopAVTw0mYIck9LYK8USr%2F758QMM0eMdyFjeMQ%3D&reserved=0), director of SmithGroupJJR’s San Diego and Los Angeles offices. “They know this region well and have a strong foundation of relationships that we can build upon to make more potential clients aware of SmithGroupJJR’s design excellence.”

Prior to joining the SmithGroupJJR team as director of business development for southern California’s healthcare and higher education markets, **David Rosenfeld, LEED AP,** led business development at the San Diego office of Kitchell, a general contracting firm serving clients in the healthcare and higher education arenas. There, he was instrumental in expanding the company’s client base and establishing teaming arrangements for a range of complex ventures, including two central plants for the University of California, Irvine Medical Center, one of which was permitted by the Office of Statewide Health Planning and Development (OSHPD).

During his 16 years in the industry, Rosenfeld has worked for other notable national firms, including Sundt Construction in San Diego and Tishman Realty & Construction in New York. In his new position, he will be responsible for expanding SmithGroupJJR’s presence in San Diego, Orange County, Los Angeles and the Inland Empire.

Rosenfeld received a bachelor of arts in sociology and communications from Tulane University and is an active member of the Urban Land Institute (ULI).

He is a resident of Encinitas.

**Regina VanderWerff** possesses more than 16 years of experience in the design and construction marketplace and was previously employed by Harley Ellis Devereaux, San Diego, as manager of business development. In her new role, she will serve as director of business development at point for growing SmithGroupJJR’s workplace and science & technology portfolios in central and southern California.

VanderWerff attended the Design Institute of San Diego prior to beginning a career in the real estate, design and construction industry. Noteworthy past projects include work on the Greystone Mansion, featured in *Veranda Magazine*, and the Music Box, a premiere San Diego venue for concerts and private events.

VanderWerff is a member of BioCom, California Life Science Association (CLSA), the International Society for Pharmaceutical Engineering (ISPE), and Urban Land Institute (ULI) San Diego-Tijuana, where she serves as co-chair of the Women’s Leadership Initiative (WLI). She is also an active member of Commercial Real Estate Women (CREW), San Diego, and holds the position of co-chair for the group’s mentorship committee.

VanderWerff lives in Pasadena.

SmithGroupJJR ([www.smithgroupjjr.com](http://www.smithgroupjjr.com/)) is a nationally recognized, fully-integrated design firm with more than 1,100 employees in 10 offices in the U.S. and a presence in Shanghai, China. The firm serves clients in the health, workplace, higher education, science & technology, cultural, urban design, and waterfront arenas. A national leader in [sustainable design](http://www.smithgroupjjr.com/sustainability), SmithGroupJJR has over 420 LEED professionals and 167 LEED certified projects.

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