



# AGC

THE CONSTRUCTION  
ASSOCIATION

## Anatomy of a Tech Leader

Jay Snyder, **BBI – Big Blue Innovations**

Jake Jasinski, **The Christman Company**



# Let's chat

- The Backbone of Innovation – The Importance of a Tech Leader
- Long-term success requires much more than tech acumen
- The impact is felt in ways far beyond tech
- But tech outcomes matter





**AGC**  
THE CONSTRUCTION  
ASSOCIATION



## Jay Snyder

- President of BBI
- Air Force Lieutenant Colonel
- 20 years in the industry
- *Recovering Tech Evangelist*
- Past startup founder/CEO
- Past construction exec



**AGC**  
THE CONSTRUCTION  
ASSOCIATION



## Jake Jasinski

- Director at The Christman Company
- Data & App Development Guru
- 11 years in the industry
- Past IT Manager
- Past Technician



**AGC**  
THE CONSTRUCTION  
ASSOCIATION

# The Backbone of Innovation

## *Redefining Construction*



**“Technology and the modernization of construction is an incredible movement likened to a freight train upgraded to a nuclear-powered engine or swapped for maglev. Remaining the same is like slowing down. It will lead to the company getting run over [by competitors] that are faster and more efficient.”**

**- Andrew Zombek, President of MZ Construction Services, Inc.**







**AGC**  
THE CONSTRUCTION  
ASSOCIATION



## Strategic Synapses in Construction Tech

- Vision, Opportunity for tech, Organization alignment, business strategy support
- Org + Ops + Tech

## Finance Imperative

- Tech is expensive, 2<sup>nd</sup> or 3<sup>rd</sup> largest OpEx
- Financial analysis and Tech asset modeling
- ROI – figure out a way to provide this



**AGC**  
THE CONSTRUCTION  
ASSOCIATION



# Jake's Take





**AGC**  
THE CONSTRUCTION  
ASSOCIATION

# The Brains of Innovation

## *Tech Leadership*



**“A tech leader in our industry must be able to collaborate, influence, and partner with the executive leadership team to create and drive a company’s technology strategy that aligns with the business strategy. To do this, this person must be able to establish partnerships across the enterprise and build trusted relationships with key leaders in the company. Given the nature of the role, to be successful, they must be a problem-solver and an innovator with superior analytical skills. They must have a customer-service mindset focused on enabling all members of the company to utilize and leverage technology to work smarter and deliver increased value to our clients. This person must be an effective communicator and team builder who can align resources, empower, and motivate staff. They must be a skilled manager with a proven ability to deliver results”**

**- Rich Small, CFO of Bond Brothers, Inc.**

**BOND**



**AGC**  
THE CONSTRUCTION  
ASSOCIATION



## Building Partnerships

- Collaborate like a Boss
- Seek executive partnering / solve *big* problems
- Have an enterprise mindset

## Strategic Communication

- Influence without Authority / Art of Persuasion
- Emotional Intelligence – Uncommon / Key to success

## Attracting Talent in a Digital Society

- Tech & Innovation as an ops recruiting tool
- Also, *newsflash*, the war for tech talent is real





**AGC**  
THE CONSTRUCTION  
ASSOCIATION



# Jake's Take



**AGC**  
THE CONSTRUCTION  
ASSOCIATION

# Beyond the Server Room

*The intersection of Construction & Tech*



**AGC**  
THE CONSTRUCTION  
ASSOCIATION

**“Tech’s number one goal comes down to this — we need to make the project manager’s job easier. Tech must provide the PM instant access to granular data, streamline process steps, and integrate the many systems needed to manage construction.”**

**- Rich Nemmer, President of Lyles Construction Group**



**“Our industry is on the cusp of being dominated by advances in automation, analytics, robotics, and artificial intelligence, to name a few. These tools have the potential to improve our work efficiency and productivity, but they also have the potential to overly complicate the work, provide unnecessary data and/or produce inaccurate results.”**

**- Pat Saleen, President of Lyles Services Co.**







**AGC**  
THE CONSTRUCTION  
ASSOCIATION



## Successful Tech Leaders become Generalists

- Like the trades, IT/Tech have MANY specialties.
- You began as a specialist, but you need enough exposure to all of IT and Tech to manage the team and advise execs.

## Create an Adaptive Tech Program

- Your boss(es) can't keep up. They are confused and frustrated.
- The pace of change will increase. Tech Execs have a bigger seat at the table. Be prepared.

## Everyone Matter, but Ops Matters

- Remember where the money is made. Learn their work, processes, and needs.
- Be their easy button to invest and prioritize.



**AGC**  
THE CONSTRUCTION  
ASSOCIATION



# Jake's Take



**AGC**  
THE CONSTRUCTION  
ASSOCIATION

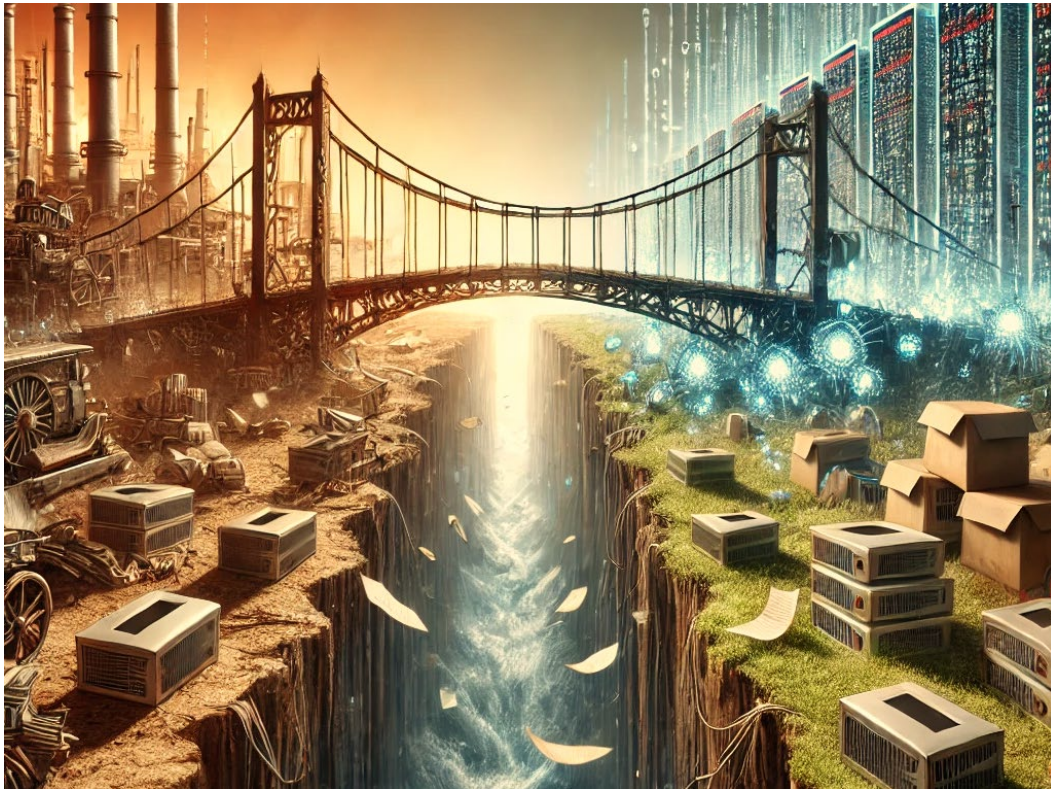
# Bridging the Gap

## *Advanced Data Capabilities & Integrations*





**AGC**  
THE CONSTRUCTION  
ASSOCIATION



## Advanced Data Capabilities

- The industry hasn't determined how to use data.
- The Tech Leader will take on the challenge.
- It will take experts. It's a team sport.

## Complex Integrations Environment

- Look to best practices in other industries. We are making it too complicated.
- Highly specialized, embrace pursuing a strategic hire.

## Proving the Art of the Possible

- Resistance to change means showing the upside.
- Execs and Ops need to assessment and the answers, not the additional login.



**AGC**  
THE CONSTRUCTION  
ASSOCIATION



# Jake's Take





**AGC**  
THE CONSTRUCTION  
ASSOCIATION

# Thank you!

**Jay Snyder**

**President of BBI**

**E: [jay@bigblueinnovations.com](mailto:jay@bigblueinnovations.com)**

**M: 919-980-0037**

# Questions?

**Jake Jasinski**

**Director of Data Mgmt and App Dev**

**E: [jake.jasinski@christmanco.com](mailto:jake.jasinski@christmanco.com)**