



Partners and Advisors in Mastering Change

# NEWS RELEASE

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## Martha G. Rayle, FASID, IIDA, Joins HOK Advance Strategies Bringing Over 30 Years Experience Developing Real Estate, Facilities, and Workplace Strategies

(Los Angeles) The directors of HOK Advance Strategies announced that Martha G. Rayle, AFASID, IIDA has joined its Los Angeles office as Vice President. Rayle will lead HOK's specialized advisory practice and work directly to support the group's strategic business plan to expand its client base in the Southwestern U.S. "We are thrilled that Marty's long history of strategy development in corporate real estate, together with her recognized industry leadership, will advance our position as strategic advisor to our clients and their businesses," said Steven D. Morton, Director of HOK Advance Strategies.

During her career, Rayle has completed more than 50 projects including corporate headquarters, call centers, control centers, data centers, as well as manufacturing, banking and health care facilities. Rayle also launched a strategic facilities planning organization for a Fortune 500 company that was the largest private landowner in New York State. She has served as an internal management consultant, completing consulting assignments in strategic planning, business process innovation and improvement, organizational development, change management, quality management, training and labor relations.

Rayle has held the position of National President of the American Society of Interior Designers (ASID), the largest professional association of interior designers in the world with over

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35,000 members. She has also served on the Board of Directors of the National Council for Interior Design Qualification (NCIDQ).

She earned a B.A. in Interior Design from Purdue University and an M.B.A. from Pepperdine University. She also trained at Cornell University's New York State School of Industrial and Labor Relations, as well as the Center for Creative Leadership.

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HOK Advance Strategies works with clients to help align their business strategies with their real estate, facilities, workplaces, and information systems to effectively master change. The group's specialists are leaders, analysts, strategists, listeners, communicators, and change agents who use their knowledge and experience to help organizations navigate through complex business challenges.

HOK is a global architectural services firm that specializes in planning, design and delivery solutions for buildings and communities. Through its collaborative network of 24 offices worldwide, the firm serves diverse clients within the corporate, commercial, public and institutional markets. HOK is committed to developing resources and expertise to help lead the world toward sustainable communities and building environments.