



# AARON LAPSLEY

VP of Engineering Services

“Smart Building programs lead to more people with more skills and more information paying more attention to more buildings and making them work better. That is the promise of the new generation of building technology.”

As a VP of Engineering Services, Aaron's highly focused on what could broadly be called "customer success." This consists of three main things: first, building a world-class professional services organization to help implement the Switch solution with clients, help them learn to use the software and help them identify and execute on valuable insights; second, operating (and improving) a customer support function, including helpdesk and technical support; and third, building a training strategy for Switch's user community—moving away from custom one-on-one training sessions toward a more holistic and scalable approach.

He is also involved with technical sales, managing some accounts, and providing input on product features, as well as general business strategy.



**10**  
years in  
building industry



**3**  
years in  
tech industry



**2**  
years in  
sustainability

## Aaron is most proud of...

> Developing and managing the rollout of a massive smart building program across a nationwide portfolio of buildings, including 300+ electric meters and 50,000 live data points.

> Advising, managing and implementing the Switch solution for the first phase of a smart building program for a large REIT that identified cost savings opportunities which provided a sub-1 year simple payback on the program. That program is now scaling up to the broader portfolio.

> Designing the mechanical systems for the complete core-and-shell retrofit of the iconic Woolworth Building in lower Manhattan.

## When Aaron isn't busy being a global director of integration, you can find him...

- > Playing ball with his two (tiny) dogs
- > Tending to the garden
- > Playing guitar/bass
- > Shredding the skate park (as his past-their-prime knees allow)

## EDUCATION

BS mechanical engineering, *University of Oklahoma*  
MBA, *Harvard Business School*

## MEMBERSHIP

Licensed Professional Engineer  
*(New York and Colorado)*  
LEED Accredited Professional (USGBC)  
ASHRAE Member  
HBS Real Estate Alumni *Club member*

## SPEAKING EXPERIENCE

Design Futures Council, Leadership Summit on Sustainable Design, 2016  
CABA Forum, 2016  
Switch Automation's Tipping Point of Real Estate events, 2016  
Galvanize Pitches & Pitchers, 2016  
Harvard Business School Energy & Environment Club events, 2010-2011