

Richard Pollack understands that it is critical for the workplace to properly support knowledge workers' performance. Mr. Pollack co-founded PdK Consulting in 1996 in order to develop effective strategies to measure the impact of workplace design on knowledge worker performance. His knowledge derives from an extensive practice of interior architecture that began in 1973, and continues through to today with his role as principal of Richard Pollack & Associates, an interior architectural firm in San Francisco.

Mr. Pollack is a well-known national and international speaker, where he is respected for his focus on using the workspace to build performance and effectiveness through effective design. He is currently serving, as International President of the International Interior Design Association, is a member of IDRC, the American Institute of Architects, IFMA and BOMA.

Mr. Pollack lectures throughout the year at symposiums nationally and internationally - most recently Guadalajara, Mexico. Mr. Pollack's expertise lies in his business-minded approach to interior architecture and design and his thorough knowledge of the interior design profession. He has lectured numerous times on the future of the interior design, "Measuring Workplace Productivity," and co-wrote with Gérald deKerchove a presentation and research paper titled "Interior Design Supports the 'Knowledge Age'" which has been presented at three venues around the country and Mexico. Concurrently, Mr. Pollack is Principal and CEO of Richard Pollack & Associates in San Francisco, a 35 person interior architectural firm devoted to improving clients' businesses through the implementation of effective workspace.

Education and Registration

Mr. Pollack studied engineering at **Rensselaer Polytechnic Institute**, and received his architectural degree from **Pratt Institute** in New York. He holds a National Council of Architectural Registration Boards certificate and is a registered architect in California, Nevada, Colorado, Arizona, South Carolina and New York.

Professional Memberships

- 2001-2002 President, International Interior Design Association (IIDA)
- American Institute of Architects (AIA); National Interiors PIA Current Member
- International Facility Management Association (IFMA)
- IDRC
- BOMA

Published Projects, Articles & Interviews

- B3, High Performance Workplace
- Corporate Interiors, Volume 2
- Corporate Interiors, Volume 4
- Interior Design, The Hamel Group
- Contract Design, Grey Worldwide
- Interior Design, Post-Occupancy Evaluation of Fair, Isaac & Company
- Interiors Magazine, CMP Media

- Contract Design, ZDTV
- San Francisco Business Times, Interview
- Interior Design, CRI Furniture Dealership
- Interior Design, Fair, Isaac & Company
- Interior Design, RPA Offices
- Contract Design, Interview
- Contract Design, The Doctors' Company
- Contract Design, Coopers & Lybrand
- Designers West, 3Com Corporation
- Designers West, Dr. Olsen's Dental Office
- Designers West, Ernie's Restaurant
- AIA White Paper: Project Mgmt for Interior Architects
- AIA/ACSA Council on Arch. Research: Buildings at Risk: Seismic Design Basics for Practicing Architects
- Design Intelligence, Designing High-Performance Workplaces
- Designers West, 3Com Corporation
- Designers West, Dr. Olsen's Dental Office
- Designers West, Ernie's Restaurant
- AIA White Paper: Project Management for Int. Architects

- AIA/ACSA Council on Arch. Research: Buildings at Risk: Seismic Design Basics for Practicing Architects
- Perspectives, Corporate Case Study: Grant Thornton

Speaking / Panel Engagements

- Speaker, Seventh IIDA Symposium, Guadalajara, Mexico, 2001
- Speaker, IIDA Winter CLC Meeting, 2001
- Speaker, IIDA Pennsylvania, 2001
- Keynote Speaker, IIDA New England Chapter member Summit, Boston, 2000
- Speaker, Neocon New York, 2000
- Keynote Speaker, Design 2000 Student Career Forum, San Francisco, 2000
- Keynote Speaker, Futurework Forum sponsored by ASID, Neocon, Chicago, 2000
- President's Address, IIDA Annual Meeting, Chicago, 2000
- Speaker, West Coast Designers in the New Millennium, NeoCon West / OBD Design Forum, Los Angeles, 2000
- Keynote Speaker, Design 2000 Student Career Forum, San Francisco, 2000
- Juror, National AIA Honor Awards, 1999
- Speaker, AIA Convention, Dallas, 1999
- Speaker, Alt.Office Conference, San Jose, 1998
- Speaker, AIA Convention, San Francisco, 1998
- Speaker, AIA Convention, New Orleans, 1997
- Juror, Portland AIA, ASID, IIDA Interiors Awards 1997
- Speaker, Indonesian Society of Interior Designers, Jakarta, 1997
- Speaker, AIA Convention, Minneapolis 1996
- Speaker, AIA Convention, Minneapolis 1996
- Speaker, Indonesian Society of Interior Designers, Jakarta 1995
- Speaker, AIA Convention, Atlanta 1995
- Speaker, AIA Convention, Orlando 1992
- Speaker, AIA Convention, New York 1991
- Speaker, NeoCon, Chicago 1994-1998
- Juror, Northern California Masonry Institute Awards
- Juror, Capital Awards, Sacramento
- Panelist, Interior Design Magazine Roundtable
- Panelist, AIA Interiors PIA Roundtable - "Design Excellence in Interior Design Firms"

PdK Consulting

PdK Consulting focuses on Workplace performance optimization and on measuring the resulting performance improvements.

Using the "Balanced Scorecard", PdK identifies work group performance variables and establishes baseline performance measures. PdK develops a Workplace Strategy and a detailed Action Map with accountabilities and schedules aimed at:

- ◆ Implementing strategies and tactics for high performance workplaces
- ◆ Developing processes for continuing improvements
- ◆ Deploying knowledge supporting technologies
- ◆ Enabling behavior changes increasing performance

PdK measures the resulting **performance improvements** (business results) on a simple linear scale via multi-variate statistical or simple heuristic models.

<p>Gérald de Kerchove PdK Consulting</p>	<p>Tel: +1 (415) 453 6902 Fax: +1(415) 456 9041 Mobile: +1 (415) 246 4156</p>
<p>50 Palm Avenue San Rafael, CA 94901 U.S.A.</p>	<p>mailto:GdeKerchove@PdKConsulting.com http://www.PdKConsulting.com/</p>