

January 26, 2024

## **Will Payne joins smbwb as Technical Director and Project Strategist**

smbwb is pleased to share the appointment of Will Payne, AIA to the role of Technical Director, a pivotal position aimed at fortifying the firm's commitment to project execution and technical expertise.

Will Payne will collaborate closely with project teams, clients, and consultants to provide invaluable guidance and oversight, ensuring projects adhere to the highest standards of rigor and innovation. He will be responsible for firm-wide quality review and management, develop and maintain firm wide standards, provide leadership and mentorship to staff, and contribute to firm operations as an advisor on technical design, architectural technology, talent development, and project process.

“Will’s broad project technical experience together with his drive for process innovation will elevate smbwb’s projects,” says Principal of Architecture Spencer Grice.

With a proven track record of ensuring design delivery on projects across the multi-family, corporate, and healthcare markets, Will joins smbwb to drive technical excellence across all facets of project development. Bringing a wealth of experience from 20 years in the industry, Will’s appointment will play a strategic role in the firm’s leadership to align project process and execution with design excellence.

Will received his Master of Architecture from the University of Washington in 2009. A Registered Architect, he is also NCARB Certified. Will has previously worked with firms such as Baskervill, Odell, and, most recently, 510 Architects. Will also served on the Professional Advisory Council of the Branch Museum of Architecture and Design from 2011 to 2017.

Will’s addition to the team marks a strategic move for smbwb as it continues to expand its capabilities and deliver projects that exemplify excellence, innovation, and technical sophistication.

### *About smbwb*

smbwb is an interdisciplinary design firm for thoughtful, innovative, and client-centric architecture, interior design, and environmental graphic design across a broad range of market sectors. As mentors, creators, and community leaders, our designers are rooted in Richmond, and actively seek out opportunities for design to support the community that has shaped our firm from its beginning. With architects like Will Payne leading our work, smbwb can continue our mission of delivering award-winning spaces to Richmond businesses, organizations, and communities.

For more information about the appointment of Will Payne to Technical Director, please contact Emma Butterworth, smbwb Marketing Coordinator at [ebutterworth@smbwb.com](mailto:ebutterworth@smbwb.com).