



## LAMAR WAKEFIELD, AIA

CEO - Principal-In-Charge

Wakefield Beasley & Associates

Like many students, Lamar Wakefield worked part time during college to earn money and gain professional experience. But while most architecture students spent their time in drafting rooms, Lamar also worked for general contractors, giving him firsthand experience in the field, and exposure to the full range of professional disciplines involved in the design and construction process. After completing his degree Lamar worked for several architecture firms in Georgia and Florida, learning even more about the business and eventually starting his own firm.

As Chief Executive Officer of Wakefield Beasley & Associates, Lamar has shared responsibilities with John Beasley for leadership of the firm. Lamar's primary emphasis is on building relationships that ultimately lead to executing projects. This approach is the basis for the firm's success, capitalizing on successful experience with smaller industrial projects, offices, and local grocery stores, then progressing to more complex work such as high-end retail centers and mixed-use projects with

entertainment, hospitality, and residential components. From the beginning, Lamar has maintained the firm's commitment to providing user-friendly and environmentally sustainable planning and design solutions. His background in construction and estimating keeps him conscious of the schedule and budget concerns of clients and contractors, a basis for mutual respect rather than adversarial relationships.

Recognizing that relationships are the foundation of a successful business, Lamar works to ensure that his staff understands what clients want. As he explains, "It's important to make sure that all of our people are good listeners." Another priority is providing clients with the highest quality of design, within their available budget. Lamar has an enthusiasm for architecture that he shares with clients, getting others excited about the potential of great design. As a measure of success, he takes pride in maintaining an 80% rate of repeat business for the firm.

### TOTAL YEARS OF EXPERIENCE

38

### EDUCATION

Bachelor of Architecture – Georgia Institute of Technology

### REGISTRATIONS

Licensed Architect

### MEMBERSHIPS & AFFILIATIONS

Member, American Institute of Architects (AIA)

Member, National Council for Architectural Registration Boards (NCARB)

Member, National Association of Industrial and Office Properties (NAIOP)

WAKEFIELD  
BEASLEY &  
ASSOCIATES