

PRESS RELEASE

Zweig Group and Workfolio Partner To Transform Project Pitches In The AEC Industry

SEPTEMBER 17, 2020

Zweig Group, a leading provider of advisory services, research, and education for the AEC industry, is pleased to announce a partnership with Workfolio, the innovative leader in professional visibility applications. With the increasing reliance on doing business virtually, the partnership will provide AEC firms innovative applications to build brands, enhance client experiences, and beautifully showcase their work to their clients and prospects worldwide.

“We are excited to bring this powerful platform to the industry and the timing could not be better” said Chad Clinehens, President and CEO of Zweig Group. “From project pitches and interviews to client and project microsites, these virtual environment options will transform the client experience for AEC firms”.

The partnership will be publicly launched at the Elevate AEC Experience, an 8-week thought leadership and networking event hosted by Zweig Group. As a part of this virtual experience, Charles Pooley, CEO of Workfolio, will present on “Transforming Project Pitches for a New, Virtual World” on October 27, at 1:00 PM Central.

In this session, Pooley, will share technology innovations that are helping firms modernize how they pitch projects in a new, virtual world by using co-branded client microsites, team profile intelligence, and interactive case studies. Pooley will also share industry trends that are driving the future of how AEC firms stand out in the marketplace, improve overall client experience (CX) digitally, and improve project win-rates.

“Although Workfolio is well established in several industries, we’re thrilled to partner with Zweig Group to officially launch our solutions within the AEC space to help firms modernize their client experiences in an ever-increasing virtual world,” said Pooley, “I look forward to participating in the 2020 Elevate AEC Conference to facilitate important dialog around the future of making people and work more visible and engaging through digital technology.”

For more information visit: <https://www.zweiggroup.com/virtual-conference/#1575578932423-8953ef0b-71ea>

About Zweig Group

Zweig Group, three times on the Inc 500/5000 list, is the leading research, publishing, and consulting resource for the built environment. The firm provides strategy, mergers and acquisitions, business valuation, ownership transition, marketing, business development, market research, financial management, project management, recruiting and executive search services nationwide. Zweig Group also provides a comprehensive suite of products including industry reports and surveys, executive training, and business conferences covering virtually every aspect of AEC firm management. Headquartered in Fayetteville, Arkansas and Dallas, Texas.

The firm's mission, elevate the industry, has five tenets: promote, diversify, educate, change, and celebrate. Zweig Group's vision is to facilitate action in pursuit of elevating individuals, firms, and thus the industry. More than a mission, this is a movement to advance the AEC profession, creating a world that celebrates the built environment and recognizes its impact on individuals, communities, and commerce.

For more information, visit <http://www.zweiggroup.com> or call (800) 466-6275.

About Workfolio

Workfolio helps individuals and enterprises get more out of the work they do. Workfolio's innovative applications build personal brands and bolster careers, power workforce directories, enhance client experiences, and beautifully showcase work to millions of people in more than 100 countries worldwide. Workfolio's applications are used by Fortune 100 companies, mid-size organizations, as well as boutique firms. Workfolio Directory is an all-in-one staff directory and profile management application which simplifies creating and administering any type of directory. Workfolio Client Microsites lets firms create custom, co-branded, private client-facing websites for use in client pursuits. On average, users of Workfolio Client Microsites see a 17% increase in their proposal win-rates. According to Industry Tech Insights, Workfolio is a "10 Most Innovative HR Tech Providers in 2020". Workfolio operates out of New York and Detroit.

For more information visit <https://www.workfolio.com/>