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Commercial Real Estate

Nelson Worldwide's new market leader expands service offerings in Seattle

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Tom Bowen has been named vice president and Seattle market leader at Nelson Worldwide.

By Marc Stiles - Senior Staff Writer, Puget Sound Business Journal
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Architecture & Planning
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Tom Bowen, the new vice president and market leader in Seattle for Nelson Worldwide, will expand the design and brand strategy company's efforts in the Northwest.

This is a new position in Seattle for Minneapolis-headquartered Nelson, which entered the Seattle market six years ago by merging with EHS Design. At the time the company said it would make Seattle "a major hub office." Nelson subsequently acquired Martin Stein Associates and Craft Architects, and now has 35 employees here.

Kathy Craft-Reich leads the company's industrial practice nationwide, and the company said it wanted to bring someone like Bowen in to oversee all practices in the region.

Bowen has 20-plus years of experience designing retail, mixed-use and commercial buildings. The company said his focus on innovation and customer-centric design will help fuel the team's growth in the technology, life sciences, mixed-use, commercial and retail sectors.

Bowen returned to Seattle last summer after working for Fitch (WWP) in Phoenix. His LinkedIn profile said after his return, he worked part-time as a design adviser at the Project Management Consortium, a partnership of commercial design and construction executives and project managers displaced by the Covid-19 crisis.

Previously, he held senior leadership roles with JLL, The Irvine Co., Stantec and CallisonRTKL in the New York City area, where he was managing principal of global retail and worked on the World Trade Center redevelopment and other projects. Bowen started CallisonRTKL's New York City design studio, which eventually brought in \$10 million in annual revenue and grew to 80 employees.

Throughout his career, he has worked with Nike, AT&T, Best Buy, Nordstrom, Equinox, T-Mobile, FedEx and Levis.

As part of a key initiative for Nelson, Bowen will create new communication channels, bridging across market sectors and practice areas to bring a holistic approach to design, the company said.

Editor's note: This story has been updated to correct the headquarters location of Nelson Worldwide. The company is



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