

The Business of Furniture | March 24, 2021



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## CAREERS

# NELSON Worldwide Announces New Northeast Industrial Leader

➤ NELSON Worldwide has hired Monica Marulanda as its Northeast industrial leader. With a career that spans almost two decades in design and construction, Marulanda brings a diverse range of industry knowledge to her new role, which will aid in the firm's expansion of its industrial portfolio of clients and projects.



Marulanda

"Industrial is one of the fastest-growing sectors in the architecture and design field," said Chairman and Chief Executive Officer of NELSON Worldwide John "Ozzie" Nelson Jr. "Architecture can make a positive impact on the lives of everyday individuals. Monica is passionate about using her job to help people. She sees a real opportunity in the industrial sector to assist people as they settle into an e-commerce economy."

In her new role, Marulanda will focus on growing the firm's industrial presence in significant market cities within the Northeast, including Philadelphia, New York City and Boston and emerging suburban markets. As the real estate industry readjusts to a new landscape of buyers and their needs, she sees an opportunity to expand the industrial sector into urban areas previously ignored, with micro-delivery centers becoming vital to the country's infrastructure as more people order online. A sustainability-minded designer, Marulanda will create a team that will build ultramodern facilities in buildings that have outlived their original use. In addition to micro-delivery centers, outdated malls can become useful once again by being transformed into industrial centers.

Marulanda will provide general oversight regarding overseeing LEED documentation, site planning and due diligence studies. "The usage of e-commerce in 2020 has revolutionized the industrial sector," she said. "I couldn't be more excited at the chance to lead a team to make the most of this once-in-a-generation opportunity. The market is open for growth, and we plan to take advantage by targeting locations in both suburban and urban areas."

Marulanda comes to NELSON Worldwide with more than 19 years of experience. She previously supervised reconstruction efforts following the 1999 earthquake in Armenia, Colombia. Additionally, she worked at SBLM Architects, where she gained experience working with big box retailers before taking a senior role with CallisonRTKL. Marulanda went on to lead projects in residential, multifamily, luxury retail, automotive and data center sectors. Past projects include The Shops at Marcus Dairy in Danbury, Connecticut, the George Washington Bus Terminal New York and feasibility studies and site planning on numerous projects.

## TECHNOLOGY

# MiEN Catalog Now Available in 2020 Office Software

➤ 2020 has announced its partnership with educational furniture manufacturer MiEN Company.