



David S. Spratlen II, AIA

RA Licensure:

CO
NCARB Certificate
(Reciprocity across US)

Additional Professional Designations:

LEED AP
NCARB
CDT
MBA

Contact Information:

david.spratlen@qdoba.com
303-250-0728

Professional Affiliations:

CSI
AIA
NCARB
Littleton Historic Preservation Board

Education:

M.ARCH
University of Colorado - Denver 2010
M.B.A.
University of Colorado - Denver 2004
B.A. Arch Studies
Hobart College 2002
Denmark International Studies 2001

Numbers:

+\$450M Construction Administration
Project Value

+ 120 Restaurant Remodels

+75 Restaurant New Builds

21 Different National Brands
Designed

Profile

My approach to every project is multi-faceted and responsible. Attention to design and details must complement the project's short and long term financial performance goals. I focus on developing creative solutions for the brand by making connections to each department's needs and understanding the challenges that they face. I also have extensive experience in restaurant, franchise development, government, and higher education architecture.

Experience

QDOBA, CREATIVE DESIGN MANAGER

2015-PRESENT

- Support the Real Estate Development growth objectives with creative and locally responsive interior and exterior design solutions that support Brand Strategy
- Develop and maintain Baseline Design Package. Issue periodic Design Directives to internal departments and to field CMs, GCs, and AORs to communicate changes in design intent, material specification, or process
- Implemented data driven visual insights to better understand guest experience and inform empirical decisions regarding design and layout
- Led the RFI process to qualify and set clear expectations for new AORs and to implement a BIM workflow to provide accurate live cost estimates at every stage of the design process, maintain central data repository for FM, BAS, and O&M needs, and to provide virtual reality of new store designs for stakeholder buy-in and new hire training
- Coordinate over 40 concurrently running restaurant design projects from concept to opening to ensure site specific spatial layout works efficiently for operations and marketing goals while aligning with Brand Strategy
- Manage outside AORs to balance workload and meet critical deadlines and ensure restaurant open dates are achieved
- Work with creative input from Real Estate Managers and Leadership to implement designs that reinforce the Brand Strategy and reflect individual trade areas
- Analyze current restaurant designs and make recommendations to improve the customer experience while maintaining essential brand identity
- Review and provide feedback on design drawings submitted by franchisees and non-traditional projects

RED ROBIN, ARCHITECT LEAD DESIGN MANAGER

2015

- Managed Architect and Engineering consultants for over 60 restaurant Brand Transformation Initiatives (BTI). Interacted with operations, real estate, purchasing, & construction teams. Interpreted design drawings, facilitate a design intent, interacted with other disciplines within the company and franchisees for remodels of existing facilities
- Provide design management of projects by communicating content of design contract documents to other disciplines and making sure the CD's met the needs of the Design, Construction, Facilities, Real Estate, Purchasing, Operations and Legal departments
- Purchasing & Construction team support, interpreting details, providing response to RFI's and shop drawing submittals, either directly or working with consultants to achieve goals
- Architect/Engineer management of expected performance to ensure RRGB's best interests were being met in an accurate and timely manner
- Defined standard operating procedures to streamline a design process with intent to achieve 150 transformations in FY'15

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IRON HORSE ARCHITECTS, PROJECT ARCHITECT

2013-2015

- Led the design team in providing total solutions for transit, federal, and higher education science-technology projects
- Particular focus on adaptive reuse of existing underutilized structures to state of the art educational and laboratory facilities
- Led the technical quality assurance and construction administration review of science-technology projects to develop solutions that bridge the gap between the design and construction teams
- Managed design team and consultants from land planning through construction documentation and construction administration in order to reach critical project operational deadlines for educational and federal projects

M.J.CASSUTT ARCHITECTS, PROJECT MANAGER

2000-2013

- Project Manager for the design and management of various commercial, restaurant, and land planning projects for developers and turn-key corporate developers
- Managed client relationships with corporate stakeholders and franchises. Worked with 19 different national brands to implement new builds, remodels, and concept work.
- Created rebranding design standards for non-prototypical stores and expansions
- Led the implementation of SaaS project management for collaboration of remote parties to meet critical deadlines and refine consultant coordination practices
- Leveraged value added services by integrating swept path analysis to achieve more comprehensive and expedited site feasibility analyses
- Guided corporate clients on contract negotiations with national vendor accounts
- Project lead for initial land planning processes, including all submittals and presenting before planning, zoning boards, and neighborhood meetings

R&DD CONCEPTS, LLC, CO-FOUNDER

2003-2007

- Invented a mortarless fence block system (US Patent No. 7,168,218)
- Refined and developed manufacturing process in close collaboration with local manufacturing facilities