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Doug Reed Joins raSmith as Buildings Group Leader in the Structural Services Division

BROOKFIELD, Wis. — raSmith, a multi-disciplined civil and structural engineering and surveying firm, is pleased to announce that Doug Reed has joined raSmith as buildings group leader in the structural services division. With more than 30 years of experience in structural engineering and project management, Reed brings a wealth of knowledge and leadership to the team.

Reed, a licensed professional engineer in Wisconsin and Iowa, has a strong track record of delivering innovative and technically sound solutions across a wide range of project types. With experience serving clients including architects, contractors, manufacturers, and fellow engineers, Reed is known for bringing a collaborative, problem-solving approach to each project. His areas of expertise include structural design, structural assessment and rehabilitation, and the use of materials including steel, concrete, wood, and fiber-reinforced polymer (FRP). Reed is a past president of the Structural Engineers Association of Wisconsin (SEA-WI).

“Doug’s extensive experience and leadership will be a tremendous asset to the structural services division,” said Pat Hainault, P.E., co-director of structural services. “Jeff Derra (co-director) and I are excited to welcome him to the team as we continue to grow and expand our capabilities, delivering high-quality structural engineering services.”

As part of this leadership transition, Steve Roloff will be shifting from his role as structural group leader to senior structural project manager. This transition reflects raSmith’s ongoing commitment to delivering exceptional structural engineering services and strengthening its leadership team to support future growth.

About raSmith

raSmith is a multi-disciplinary engineering consultant established in the city of Brookfield, Wisconsin, in 1978. Our services are focused on our public and private sector client needs in planning, design, and construction including site planning and design, structural engineering, municipal engineering, transportation and traffic, surveying, development management, ecology, landscape architecture, LiDAR (3D laser scanning), UAS (unmanned aircraft systems), construction services, and geographic information systems (GIS). We work on projects nationwide from our seven locations in Wisconsin, Illinois, and California. The firm employs a staff of 220. For more information about raSmith, visit www.rasmith.com.