

# biography



craig janssen, LEED® AP

managing director

Craig Janssen is gifted at leading executive-level teams to develop strategy—especially as it relates to connecting core purpose to the activities in which they engage. His mantra “mission > activity > facility” has influenced key decision-makers for over a 1,000 projects in more than 10 countries.

Craig is the Managing Director of the parent company of the Dallas and San Diego offices of Acoustic Dimensions—an acoustics and performance technology consulting firm with clients as diverse as the Royal Shakespeare Theatre, Lincoln Financial Field, the US Census Bureau, New World Symphony and Saddleback Church. Craig also leads Strategic Dimensions—the developer of decision-making software for facility planning.

Craig began his career in the audio-video industry first mixing for jazz and rock festivals in South Africa then to engineering audio systems into difficult acoustic spaces. From his work and research in beam theory, Craig holds a patent on Sound Reproduction System Having Enhanced Low Frequency Directional Control Characteristics for technology he developed to solve a problem he found occurring in many production spaces.

One of the things that makes Craig a sought-after advisor is that his talent bridges the left-brained engineering skill to see component parts of projects to the right-brained skill of being able to lead teams and facilitate discussions.

Active in organizations that are both exploring and shaping the radical changes taking place in the design and construction industry, Craig serves on the Executive Committee of the Global Design Alliance (a best practices group of 15 companies) and is one of the founding members of Operation Mindshift—a consortium exploring the impact of technology and sustainability on the design and construction industry. Craig also serves on the Board of Directors for InfoComm—a professional organization active in research and development for connection and presentation technology.