

Amber Hall, AIA

Senior Project Manager
Office of the University Architect, William & Mary
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Williamsburg, VA 23188



RE: Letter of Intent – Incumbent Candidate for AIAVA Treasurer

Dear AIA Virginia Members,

It is with enthusiasm and a deep sense of responsibility that I submit my candidacy to continue serving as Treasurer of the AIA Virginia Board of Directors. I was honored to be nominated and elected last year to fulfill the remainder of Bill's term as he transitioned to President-Elect, and I am eager to carry this momentum forward into a full term.

Since joining the Board in 2022, I've been an active voice in advancing our chapter's strategic vision – contributing to long-range planning efforts, participating in statewide initiatives, and supporting critical task forces. I take pride in being part of the leadership team that is not only stewarding our mission today but also laying the groundwork for a stronger, more resilient organization.

In my role as Treasurer, I have prioritized clarity, accessibility, and relevance in how we report and evaluate AIA Virginia's financial health. I partnered with our Director of Finance to restructure our quarterly financial reports – introducing a new format with strong visual tools and targeted summaries that allow the Board to focus on what matters most to our members: intentional use of funds and the strategic allocation of membership dues to support more robust member services. This shift not only enhances transparency but ensures that our financial decision-making remains tightly aligned with the needs and priorities of our membership.

Professionally, I serve as Senior Project Manager for Design & Construction at William & Mary where I oversee complex, multi-million-dollar capital projects funded by both public dollars and private philanthropy. This experience reinforces my commitment to fiscal responsibility, future-focused planning, and value-driven resource management – principles I bring to every decision in my role as Treasurer.

Beyond the Board, my commitment to the profession has been long-standing. I've served on the boards of both the Central Virginia and Coastal Virginia chapters, am an alum of the Emerging Leaders in Architecture program and was recently selected to join AIA VA's inaugural cohort for Leaders in Architecture & Business (LAB). These experiences have shaped me as a leader and continue to support my passion to elevate the next generation of architects and grow the impact of AIA Virginia.

Thank you for your continued trust and for the opportunity to serve. I am proud of what we've accomplished and energized for the work ahead.

With appreciation,

A handwritten signature in black ink that reads "A Hall". The signature is stylized with a large, looped "A" and a cursive "Hall".

Amber Hall, AIA

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DETAILS

ADDRESS

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PHONE

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EMAIL

anhall@wm.edu

EDUCATION

Master of Architecture

Virginia Tech 2013

Bachelor of Architecture

Virginia Tech 2012

Magna Cum Laude

SKILLS

Planning



Construction Management



Project Management



Leadership



SPEAKING ENGAGEMENTS

2024 NASPA Annual Conference, Co-Speaker

Student Success as the Anchor for
Planning: Insights from the Women
Leading W&M's Student Union Expansion
Project

2023 SCUP Annual Conference, Co-Speaker

It Takes a 'Student Life' Village: Student
Success at the Heart of Campus

2023 ACE Women's Network Virginia Conference, Co-Speaker

Authenticity and Trust at the Helm:
Insights from the Women Leading W&M
Sadler Center's Expansion Project

2023 VAPPA Conference, Co-Speaker

Best Practices of Remote and Virtual
Inspections

PROFESSIONAL SUMMARY

I am an Architect and Senior Project Manager with over 13 years of experience in the Architecture/Engineering/Construction industry--the past 10 years are specific to Higher Education facilities and capital planning. I have proven experience overseeing complex projects up to \$230 million with multi-phased initiatives. I am responsible for promoting design dialogue and aligning project delivery with mission-driven goals and in coordination with campus-wide initiatives. I lead diverse teams.

Value added: strategic thinker, commitment to and understanding of capital project execution, decisive leader among large project teams, and an advocate for fiscal responsibility, transparent reporting, regulatory standards, and strategic alignment of budget and scope.

PROFESSIONAL EXPERIENCE

Senior Project Manager, William & Mary

Williamsburg, VA

Aug 2021 — Present

- Oversee complex capital projects - cumulative project value at \$400 million
- Specific experience with Public-Private Partnerships, Construction Manager at Risk, Design-Build and Design-Bid-Build delivery methods
- Coordinate multi-phased initiatives while balancing state funding approvals, drawing review milestones, state agency expectations, and campus logistics
- Abide by University technical standards, building code requirements and campus wide strategic planning guidelines
- Collaborate with various University stakeholder groups to gain feedback and project support through effective leadership and communication
- Manage project scope, budget, and schedule, driving projects from initial programming through completion

Project Manager, William & Mary

Williamsburg, VA

Jan 2018 — Aug 2021

- Simultaneous management of design and construction processes for projects in the \$1-\$50 million range
- Advocated for various stakeholder groups by facilitating design workshops, speaking at public forums, and reporting to university leadership
- Developed project scope, budget, and schedule while facilitating the feasibility, design, bidding, and construction processes of new and renovation projects
- Maintained consistent communication with stakeholders to manage multiple interests and expectations

Project Architect, Alloy Workshop

Charlottesville, VA

Jan 2016 — Jan 2018

- Design-Build firm experience working on renovation projects for residential and commercial clients
- Led project team through existing conditions assessment, design development, value management, permitting, and construction
- Facilitated construction administration while coordinating critical path items
- Presented project costs and conducted value engineering exercises to optimize project outcomes
- Earned projects through business development efforts, tracking profitability of project types, and continued client referrals

TECHNICAL SKILLS

eBuilder, 6 years
BIM Software, 13 years
AutoCAD, 18 years
Procore, 5 years
Adobe CS, 15 years
MS Office, 15 years
Newforma, 7 years

COURSES

SAFETY ASSESSMENT PROGRAM

Building Evaluator
AIA Disaster Assistance, 2019

EROSION & SEDIMENT CONTROL

Inspector Training
DEQ, 2019

CORE CERTIFICATION

Virginia Building Code Academy, 2018

PROFESSIONAL EXPERIENCE, CONTINUED

Design Lead, Mitchell Matthews Architects + Planners Charlottesville, VA

April 2014 — Jan 2016

- Architectural designer and project manager for various higher education clients in the state of Virginia
- Designed and prepared proposals for RFP submissions and structured client interview presentations to earn work
- Developed early release packages for fast-track construction projects using BIM software and integrated project delivery
- Collaborated with teams to ensure project goals were met effectively

Intern Architect, Rust|Orling Architecture

Alexandria, VA

May 2011 — April 2014

- Gained working knowledge of resources needed to meet project schedule and budget constraints
- Experience with interpreting client needs through developing program requirements, creative problem-solving, and conducting feasibility studies
- Organized code and zoning analyses, construction administration documents and specification sections for project manuals

LEADERSHIP

AIA Virginia Treasurer

Dec 2024 — Present

Board of Directors, Executive Committee Member

W&M 2025 Campus Comprehensive Master Plan Initiative

Summer 2023 — Present

LearningSpaces Planning Committee, Member

AIA Virginia Director

Dec 2023 — Dec 2024

Board of Directors, Member-at-Large

AIA Coastal Virginia Director

Jul 2022 — Dec 2024

Regional Board of Directors, Member-at-Large

W&M Climate Action Plan

Jan 2019 — Aug 2019

Committee on Sustainability, Member

AIA Virginia Emerging Leaders in Architecture

2018

Honors Academy Graduate

AIA Central Virginia Director

Sep 2016 — Jan 2018

Regional Board of Directors, Emerging Professional Liaison

National Academy of Environmental Design

2013

Event Coordinator, Annual Conference