



Biography	<p>Sheela Maini Søgaard is a Partner of BIG - Bjarke Ingels Group and as CEO, is responsible for the general management of BIG. Her responsibilities include operations, finances, business development and organization development as well as client relationships and studio vision. Since joining BIG in August 2008, her focus has been on optimizing the operations of BIG to create a sustainable company poised for growth with an agenda to contribute positively to architectural and urban development. Sheela's focus at BIG has evolved over the past years from running a small office of 45 employees in Copenhagen to managing production and over 200 employees spread across locations in Denmark, New York, and Beijing. With a background in the commercial side of the business, Sheela's main focus is on the overall performance of BIG rather than on specific and individual projects in the studio. Sheela's professional experience covers, amongst other things, process optimization, cost control and business development - skills gained from her experience as Business Development Manager at Meyers ApS, International Product Manager at GN ReSound, and Strategy Consultant at McKinsey & Co.</p>
Languages	Danish English
Education	MSc. in Economics & Business Administration Copenhagen Business School DK 2000
Affiliations	Member Urban Land Institute Since 2013
Selected Experience	<p>Bjarke Ingels Group Since 2008 CPH + NYC</p> <p>Meyers ApS Business Development Manager 2006 - 2008 Copenhagen, DK</p> <p>GN ReSound International Product Manager 2002 - 2006 Copenhagen, DK</p> <p>McKinsey & Co Management & Strategy Consultant 2000 - 2002 Copenhagen, DK</p>
Academic	Arch. Mgmt & Design Faculty Introduction to Design Management IE University 2012
Awards	3rd Place Most Respected Practice in Architecture Industry of 2013 Building Design 2013
Selected Lectures	<p>Harvard University 2014</p> <p>Copenhagen Business School 2012, 2013</p> <p>Municipal Art Society Jane Jacobs Forum Women as City Builders 2013</p> <p>Dansk Erhverv Danish Chamber of Commerce Innovation 2013</p> <p>Innozone 2012 Athenas ApS 2012</p> <p>Videnrådgiverne Rambøll 2012</p>
Selected Interviews	<p>Børsen Business Newspaper "She Always Reaches Her Goals" 2014</p> <p>The Municipal Art Society of New York Jane Jacobs Forum Women as City Builders 2013</p> <p>Strategies in Action by Lise Justesen, Susanne Boch Waldorff 2013</p> <p>GRASP Magazine "Turning Idealism and Skills Into Good Business" 2013</p> <p>Berlingske Business Magazine "On the Road, In the Middle, On the Way Out" 2011</p> <p>Berlingske Business Magazine "It Takes Courage" 2011</p>
Juries	Creative Cup 2012