



# Master Planning and Design Leadership

Michael D. Linczyc

Delivering Design Excellence for Rivian's Next-Generation Campus,  
Labs, and Production Environments



# Senior Leader with Global Impact

With over 25 years of experience delivering complex, high-profile projects across continents, I bring a proven track record in master planning, luxury hospitality, and mixed-use development. My work spans iconic projects including NEOM/Trojena, Tavistock's Pier 66 redevelopment, and global portfolios with Starwood and Wilson Associates.

I excel at assembling and leading multi-disciplinary teams, managing owner's representation, and delivering design-forward, brand-driven environments on time and on budget. My unique combination of strategic vision, experience with hands-on delivery expertise across architecture, construction, and operations positions me perfectly to lead Rivian's ambitious facilities program.

**25+**

**Years of Experience**

Leading complex global projects

**100+**

**Projects Delivered**

Across multiple continents





# Strategic Approach to Master Planning

01

## Design Vision & Performance Targets

Establish clear design vision aligned with Rivian's product innovation, robotics integration, and sustainability ambitions from day one.

02

## Integrated Master Plan

Create a comprehensive plan that optimizes flow between campus, R&D labs, automated production lines, circulation, and workplace zones—nesting product development, prototyping, and scaled manufacturing seamlessly.

03

## Phased Planning Execution

Deploy a four-phase approach: Concept + spatial strategy, Technical masterplan (utilities, automation corridors, material flows), Detailed architecture and interiors, and Execution packages.

04

## Comprehensive Deliverables

Produce program matrix, site massing and circulation diagrams, systems coordination model, BIM federated model, and design intent manual for brand-consistent experience areas.

# Intelligent Manufacturing Meets Sustainable Design

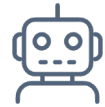


## Technology-Led Spaces

My background creating experiential, technology-led spaces—from Pico and Pico PRO projects to hospitality environments—uniquely positions me to integrate building performance with user experience. I understand how to design spaces where intelligent manufacturing, AI interaction, and sustainable building concepts converge.

I've repeatedly introduced energy-saving systems and led delivery teams that prioritized building performance while maintaining exceptional guest and user experiences across global portfolios.

# Integrating AI, Robotics, and Sustainability



## Robotics & AI Integration

Define use cases for robotics and AI within R&D and production: robot-human interfaces, collaborative work cells, and digital twin deployment. Specify architecture and MEP to support automation with increased clearances, hardened floors, integrated power and data distribution, and flexible bay sizing.



## Smart Building Strategy

Incorporate smart building IoT, edge computing nodes, and digital twin strategy from day one. Enable buildings to support predictive maintenance, energy optimization, and real-time process analytics that feed continuous improvement.



## Sustainability First

Embed passive design principles—orientation, daylighting, thermal mass—then layer advanced systems: heat recovery, variable refrigerant flow, condensate recovery, on-site renewables and storage, plus performance monitoring to achieve LEED and ESG targets.

# Directing External Partners with Precision

My extensive experience as owner's representative and development lead spans continents and cultures—managing architects, consultants, and contractors at Starwood, KEO, Morgans, Tavistock, and NEOM. This work has honed my ability to lead complex stakeholder ecosystems toward unified outcomes.

1

## Rigorous Procurement

Set objective KPIs and scope standards upfront through structured RFPs, reference reviews, and interview panels.

2

## Strong Governance

Implement design review gates, cost and schedule baselines, risk registers, and single source of truth via BIM/PM platforms.

3

## Active Coordination

Lead regular design coordination workshops and OAC meetings to ensure alignment on design intent, constructability, and schedule.



# Full Life-Cycle Project Execution

## Front-End Loading

Feasibility, site constraints, program validation, cost benchmarking, and risk analysis set the foundation for success.

1

## Cost & Risk Control

Deploy independent cost checks, value engineering workshops that preserve core requirements, and strategic procurement for automation equipment.

2

3

4

## Execution Planning

Create detailed plans with milestones covering design phases, long-lead procurement, enabling works, and commissioning through operational turnover.

## Commissioning

Robust validation plans for labs and production lines including factory acceptance tests, site acceptance tests, and digital twin validation.

My track record managing entire delivery cycles—from concept through construction and handover—for large, multi-disciplinary projects like Pier 66, hotel portfolios, and NEOM demonstrates my ability to see Rivian's vision through to reality. I've led multi-year redevelopments and large capex programs requiring strict cost, schedule, and stakeholder management at every turn.

# Green Building and Smart Infrastructure Leadership

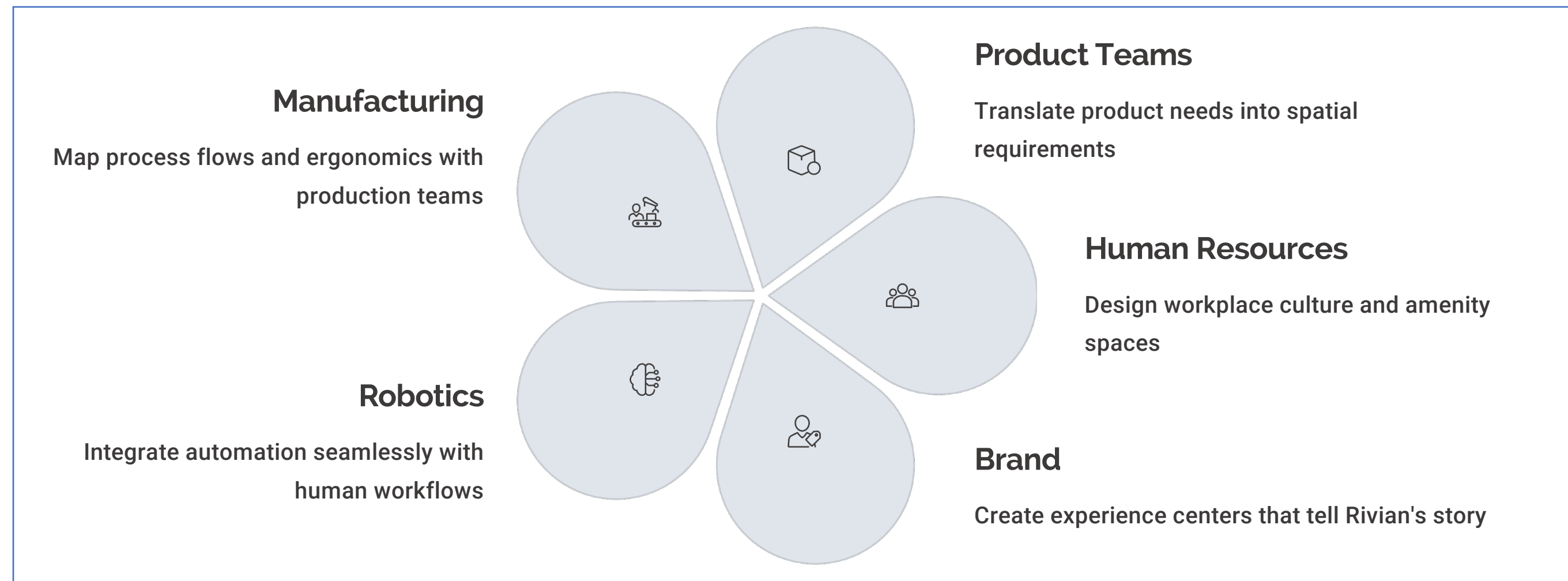
## Systems Strategy for Excellence

I set early sustainability targets—LEED, BREEAM, or Zero Carbon—as contractual deliverables aligned with corporate ESG standards. My systems strategy encompasses high-efficiency HVAC with energy recovery, modular electrification-ready infrastructure, on-site renewables (PV + battery), and advanced metering and controls integrated with factory control systems.

Through continuous commissioning via IoT telemetry and analytics, I feed operational data back into systems for iterative energy improvements—turning buildings into learning environments that get better over time.



# Cross-Departmental Collaboration



My experience working with brand, product, and operations teams at Pico, Wilson Associates, and across hospitality development ensures that physical spaces tell the brand story while supporting exceptional workplace and customer experiences. I facilitate stakeholder workshops and design charrettes that bridge technical and creative disciplines.

# Supplier and Compliance Management Excellence

**1**

## Supplier Qualification

Rigorously evaluate suppliers by capability, safety record, and quality systems. Embed compliance requirements—OSHA equivalents, local regulations, ISO standards—directly into contracts to ensure accountability from the start.

**2**

## Environmental Coordination

Engage environmental consultants early for permitting, emissions controls, stormwater management, and habitat mitigation. Proactive coordination prevents delays and ensures regulatory alignment throughout project delivery.

**3**

## ESG Objectives

Set LEED and ESG objectives from project inception and track sustainability KPIs through construction into operations. Secure certification and enable transparent public reporting that reinforces Rivian's commitment to environmental leadership.

My strong supplier management and compliance history across global projects—from KEO in the Middle East to Starwood and NEOM owner's representative roles—demonstrates my ability to deliver in environments with strict regulatory demands and complex coordination requirements.



# Key Strengths Aligned to Rivian's Needs

## 1 Owner's Perspective

Decades as owner's representative bring accountability, cost control, and stakeholder management expertise that protects Rivian's interests at every decision point.

## 3 Integrated Approach

I bridge design excellence, manufacturing readiness, and sustainability in a unified vision—exactly what Rivian requires for a future-ready campus.

## 2 Hands-On Delivery

From architecture through construction and commissioning, I understand the details that make or break complex projects—particularly those integrating advanced manufacturing.

## 4 Brand-Driven Delivery

Creating spaces that express brand values while serving functional needs is core to my practice—from showrooms to production floors to workplace environments.



# Ready to Deliver from Day One

## First 90 Days

- Stakeholder discovery and requirements mapping
- Existing conditions assessment and constraints analysis
- Preliminary program and spatial concepts
- Key partner identification and procurement planning
- Early sustainability and compliance framework

## First 180 Days

- Master plan concept approval and design development
- Technical systems strategy and automation planning
- Consultant and contractor team assembly
- Cost models and phasing scenarios
- BIM protocols and project controls implementation

## First 365 Days

- Detailed design documentation and permits
- Long-lead procurement execution
- Construction package release and mobilization
- Commissioning plans for critical systems
- Digital twin framework deployment

I have structured this roadmap to de-risk and accelerate delivery, ensuring Rivian's campus, labs, and production environments come online on schedule and exceed performance expectations.

# Comprehensive Delivery Across Seven Critical Domains



## Master Planning & Design Leadership

**What I bring:** End-to-end masterplanning and delivery of high-profile, experience-driven environments with proven phased execution.

**Approach:** Define design vision and performance targets through phased masterplan → technical masterplan → detailed design → execution, delivering comprehensive program matrices, massing studies, systems coordination, and federated BIM.



## Intelligent Manufacturing & AI Integration

**What I bring:** Experience integrating advanced technology and seamless user experience in built environments.

**Approach:** Specify robotics/AI use cases, design modular and reconfigurable production bays with hardened MEP systems, embed IoT/edge nodes and digital twin architecture from day one, combining passive and advanced systems to exceed LEED/ESG targets.



## External Partner Direction

**What I bring:** Owner's rep and developer experience managing architects, contractors, and consultants across multiple geographies and project scales.

**Approach:** Establish clear KPIs and SOW, implement governance gates, deploy BIM/PM single source of truth, enforce integrated design workshops, and structure performance-based contracts that align incentives.



## Project Development & Execution

**What I bring:** Proven full life-cycle delivery for large, multi-disciplinary programs with complex stakeholder landscapes.

**Approach:** Front-end loading with robust execution planning, strategic long-lead procurement, value engineering that preserves core requirements, and comprehensive commissioning with FAT/SAT protocols and digital twin validation.



## Green Building & Smart Infrastructure

**What I bring:** Track record specifying high-performance systems and operational efficiency that reduce total cost of ownership.

**Approach:** Establish contractual sustainability targets (LEED/zero carbon), deploy high-efficiency HVAC, design electrification-ready infrastructure, integrate on-site renewables with storage, and enable continuous commissioning via real-time analytics.



## Cross-Department Collaboration

**What I bring:** Deep experience aligning brand, product, operations, and HR strategies to create cohesive user journeys and operational synergies.

**Approach:** Lead stakeholder workshops and design charrettes with manufacturing and robotics teams, integrate showroom and experience strategy within the broader campus masterplan to ensure brand consistency.



## Supplier, Compliance & ESG Management

**What I bring:** Experience managing compliance in complex regulatory environments while securing measurable sustainability outcomes.

**Approach:** Pre-qualify suppliers on safety and quality standards, embed compliance requirements in contracts, engage environmental consultants early in the design process, and track sustainability KPIs through construction into operations.



# Let's Build Rivian's Future Together

My career demonstrates repeated success delivering iconic, technically complex, and brand-led developments from concept through delivery. I bring the precise combination of skills Rivian needs: owner's perspective, hands-on delivery experience, and an integrated approach combining design excellence, manufacturing readiness, and sustainability.

I welcome the opportunity to discuss specific program targets, timelines, and how I would structure the first 90/180/365-day plan to de-risk and accelerate delivery. Together, we can create spaces that embody Rivian's mission to keep the world adventurous forever—where innovation, sustainability, and human experience converge in physical form.

**MIND  BOTICS**



# MLX - Your Partner for Growth

"Guiding Your Vision for a World-Class Robotics Campus in Atlanta"

We appreciate your interest in our expertise in concept development, project management, and construction management. We are poised to translate Rivian Robotics' innovative vision into a world-class campus facility in Atlanta, Georgia, providing the infrastructure and ecosystems essential for your next era of robotics innovation.

We invite you to engage with us. Your questions, feedback, and collaboration are vital as we propose to lead this transformative journey for your Atlanta campus.

Thank You.

  
Michael Linczyc

  
MLX Consulting