

From Idea to Icon: Designing and Building with Tensile Architecture

By Michele Roth, Business Development Manager, Birdair, Inc.

Presentation Summary:

This presentation will feature a brief history of Birdair and its global presence, a short explanation of Birdair's capabilities, followed by an overview of some of the membrane products used and various examples of tensile membrane projects around the world.

Bio:

Michele Roth is business development manager at Birdair, a specialty design-build contractor of custom tensile structures throughout the world. After eight years with the company, her responsibilities include new business development and sales for tensile membrane projects in the Northeast region of the United States while fostering and maintaining good relationships with architects, engineers, owners, and developers. In addition to business development, she also manages all the marketing for Birdair. Roth earned a bachelor's degree in business administration with a concentration in marketing from the State University of New York (SUNY). She can be contacted via e-mail at mroth@birdair.com.