



MEET YOUR INSTRUCTORS

Four Expert Sessions. One Powerful Academy.

Learn from enterprise experts who bring real-world experience and practical insights to help you lead with confidence.

SESSION
1



RENE HAINES



ENTERPRISE
LEADERSHIP &
FIRM STEWARDSHIP

SESSION
2



GRACE STONE, MBA, MPA



FINANCIAL STRATEGY,
RISK, AND VALUE
CREATION

SESSION
3



ROBBIE WHITE, CEPA



OWNERSHIP,
SUCCESSION & RISK

SESSION
4



RICH FRIEDMAN, MBA



STRATEGIC BUSINESS
DEVELOPMENT &
MARKET STRENGTH

★ Build Skills. Drive Impact. Lead the Future. ★

ENGINEERING BUSINESS MANAGEMENT ACADEMY

PRESENTED EXCLUSIVELY BY ACEC/NC

The Engineering Business Management Academy, presented exclusively by ACEC/NC, is a four-session executive program designed to prepare current and emerging principals to lead at the firm level. The program shifts perspective from business-unit excellence to enterprise stewardship, strengthening financial fluency, ownership readiness, governance judgment, growth strategy, and risk leadership.

PARTICIPANTS WILL LEARN TO:



Think like an
enterprise
leader



Understand how
the firm creates
and measures
value



Accept ownership
and governance
responsibility



Grow the firm
strategically and
maximize market
penetration

WHO SHOULD ATTEND



- Current and emerging principals
- Practice leaders transitioning to firm-level roles
- Board-ready senior leaders
- Successor candidates identified in long-term leadership plans

PROGRAM STRUCTURE

Four half-day sessions delivered over a three-month period, tailored specifically to AEC firms featuring a hybrid of in person and virtual learning.



SESSION I

January 21, 2027

8:00am – 1:30pm (working lunch included)
GFT Training Room, Raleigh Office



SESSION II

February 10, 2027

9:00am – 12:00pm
VIRTUAL INSTRUCTION SESSION



SESSION III

March 3, 2027

9:00am – 1:00pm
VIRTUAL INSTRUCTION SESSION



SESSION IV

March 25, 2027

1:00pm – 4:00pm
ACEC/NC Headquarters, Raleigh



Graduation Celebration

4:00pm – 5:00pm | Birdies Bistro
(in same building)



TUITION:
\$1,000



Restricted to
ACEC/NC member
firm employees



Max of 2 from
any one firm.

SECURE YOUR SPOT TODAY >

LEADERSHIP TODAY. A STRONGER TOMORROW.