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## **TOWERPINKSTER RECRUITS REED SWIFT AS VICE PRESIDENT OF STRATEGY**

**GRAND RAPIDS MICH.** - December 2, 2025 – TowerPinkster, a full-service architectural design firm, is pleased to announce Reed Swift has joined the organization as Vice President of Strategy. This new role highlights TowerPinkster’s ongoing evolution and its dedication to building a strong foundation for future growth.

“We are excited to welcome Reed as our new Vice President of Strategy. He brings a powerful combination of strategic thinking, financial insight, and collaborative leadership that will help shape the future of TowerPinkster,” said Björn Green, President and Chief Executive Officer. “His ability to drive complex organizational initiatives and unite teams around shared goals will be essential as we continue to grow and serve our clients and communities.”

As a member of the firm’s leadership team, Swift will guide TowerPinkster’s strategic direction by aligning business strategy and financial performance, as well as helping to deepen community relationships across the region. His work will support the firm’s long-term growth while enhancing TowerPinkster’s presence across its regional markets. He will also play a key role in elevating brand visibility, enriching client engagement, and cultivating meaningful partnerships with community organizations.

“I am thrilled to join TowerPinkster at such an exciting time in the firm’s evolution,” said Swift. “I look forward to contributing to our growth, supporting our talented teams, and



helping advance the work that makes TowerPinkster such a trusted partner in the communities we serve."

Swift earned a Bachelor of Arts degree in Economics and Business Management from Hope College and later received both a Juris Doctor and a Master of Business Administration degree from Valparaiso University. His professional background includes extensive experience leveraging corporate strategy, organizational development, change management, and financial analysis to lead large-scale, cross-functional initiatives. Most recently, he led strategic integration efforts for the Chief Operating Officer at Amway.

#### **ABOUT TOWERPINKSTER**

TowerPinkster is an employee-owned design firm specializing in architecture, engineering, interior design, landscape architecture, and technology design. Since 1953, TowerPinkster has been creating unique and forward-thinking environments for clients and communities throughout the Midwest. The firm has offices in Michigan, Indiana, and Kentucky while serving across the continental U.S. Learn more at [towerpinkster.com](https://towerpinkster.com).

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