

## WORKPLACE DESIGN



### **Robin A. Stroebel**

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**ENTREPRENEUR. TRAILBLAZER. DESIGNER.**

### **Areas of Expertise**

Robin Stroebel has over forty years of experience in the planning and design of code-compliant, non-structural interior environments. Her projects include thousands of offices and other commercial projects within diverse markets, encompassing her expertise in the health, safety and welfare of building occupants, recently through the analysis and implementation of COVID design solutions for the workplace. She is a Wisconsin Registered Interior Designer (WRID), a registered Interior Designer in Illinois, and a Licensed Interior Designer in the District of Columbia.

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Robin is the owner of InteriorLOGIC, an S Corporation she founded in 1989. She is a skilled workplace strategist and expert in guiding clients to workplace solutions through a thoughtful process of planning and analysis, with the expertise to untangle complex systems of business processes, operations, human capital, construction, real estate, budgets and schedules, and synthesize them into sustainable workplace visions and strategies. She and her team at InteriorLOGIC collaborate to systematically implement change in complex workplace environments throughout the region.

Robin is an expert in health, safety and wellness for the workplace, including most recently the development of Covid strategies for safety within interior environments. Her credentials include ten years as a Leadership in Energy and Environmental Design Accredited Professional in Interior Design and Construction (LEED AP I D + C) and as a WELL Accredited Professional (WELL AP), which signifies knowledge in human health and wellness within the built environment. She has been an ASID Professional since 1980.

Before establishing her own firm, Robin was a professional interior designer before entering into a role as a sales executive and business development leader for the dealership of a major furniture manufacturer.

Robin has been an ASID Professional member since 1980. She currently serves on the American Society of Interior Design (ASID) National Ethics and Professional Standards Committee, and is the chair of the Wisconsin ASID Government Advocacy Committee. In 2017, Robin was the recipient of the Wisconsin Governor's Trailblazer Award, recognizing her role as a pioneer of women in business in Wisconsin.

Robin earned a B. S. in Interior Design from the University of Wisconsin-Madison School of Human Ecology. She is originally from a northern suburb of Milwaukee, Wisconsin, and currently resides just outside of Madison, Wisconsin.