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Perkins Eastman Bolsters Its Dallas Studio with 5 Dynamic New Principals

Seasoned staff bring talent, experience, and enthusiasm to expand firm



New Principals Dallas W. Branch, Larry "L.B." Byars, Sarah Fox, Cristi Landrum, and Paul Wilmarth have recently joined Perkins Eastman in its Dallas studio. Courtesy Perkins Eastman

New York, NY (July 19, 2022) Perkins Eastman, the seventh largest architecture and design firm in the world, is excited to announce its recent hiring of five new principals in its Dallas Studio. Building on its twenty-five years of work in Texas, the firm is strengthening its presence throughout the state with strategic hires including Dallas W. Branch, Larry "L.B." Byars, Sarah Fox, Cristi Landrum, and Paul Wilmarth in Dallas.

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“Each of these principals not only help us elevate our professional capabilities with the experience they bring, but each of their values align with our culture of Human by Design and will have an immediate impact across our firm. Having a team that has worked together for many years with recognition in the industry will help us continue to grow in an important market,” says Shawn Basler, AIA, co-CEO and executive director of Perkins Eastman. “Texas is a priority market for us, and being able to add leadership to help continue to grow our presence and capabilities is important,” he adds.

Dallas W. Branch, AIA, co-managing principal of Perkins Eastman’s Dallas studio with Harold Thompson, AIA, has worked in commercial mixed-use, master planning, business development, workplace, and repositioning for more than twenty-eight years. “While considering the opportunity to be a part of the Perkins Eastman team, I discovered a company with values and leadership styles that closely align with my own—a focus on and appreciation of people, both employees and clients—which anchors a culture of transparency, collaboration, support and, of course, excellent design,” Branch says. “I have been overwhelmed with the warm welcome I have received from my peers and top leadership who have enthusiastically offered their support and partnership, and frankly and openly addressed challenges head-on. Embracing this career opportunity with Perkins Eastman has already been an exciting and rewarding step, and I am looking forward to a fulfilling future.”

L.B. Byars echoes Branch’s thoughts. “I’m so pleased to join the team at Perkins Eastman and work with this great group of people,” says Byars, who brings more than 30 years of diverse experience in the commercial real estate industry. Having worked to capitalize developments through his time in private equity and institutional capital markets, Byars has formed strong relationships with those who both fund and implement new development in multiple geographies across the U.S. His commitment to relationship management has helped build a portfolio of successful client relationships throughout his career.

Other new principals include Sarah Fox, AIA, who specializes in hospitality, multi-family, and mixed-use lifestyle developments and will join the firm’s hospitality practice leadership. Cristi Landrum, AIA, who has years of experience in multi-residential design and a passion for building community, will join the firm’s residential practice leadership. And Paul Wilmarth, AIA, who currently focuses on commercial workplace, but who brings years of experience in large scale mixed-use, hospitality, healthcare, and retail is part of the new leadership as well. Wilmarth believes designing to make a positive impact on the people who will use a space is paramount.

“I love Perkins Eastman’s culture, ‘Human by Design.’ We are already behind that,” Wilmarth says. “To move to Perkins Eastman and discover design strategies and research departments that support a thought-based design practice is refreshing,” he says, referring to the firm’s Design Strategy, Design Research, and Sustainability practices under PE Strategies.

Cristi Landrum says, “Since joining Perkins Eastman, I have really appreciated and been inspired by the people who make up this amazing firm. Collaboration is inherent in the culture, and I’m extremely excited

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about being here.”

Fox adds, “Being able to support (Managing Principal) Colletta Conner of ForrestPerkins (a distinct design studio of Perkins Eastman) is like having an in-house boutique hospitality interior design studio. The integration of interiors and architecture—being able to go back and forth—is an asset. We were just awarded The Ritz-Carlton, St. Thomas in the Virgin Islands, where we’ll do an interior retrofit, and the ability to collaborate on this as interior designers and interior architects will be so efficient.”

“This is an opportunity to start something almost from scratch,” adds Wilmarth. “This move has allowed us to be designers and have a voice.”

In addition to expanding its presence throughout Dallas, where it has had a studio since 2016, Perkins Eastman is growing its team in Austin, where it planted roots in 2019. The firm plans to extend its influence throughout Texas, the Mid-West, the Mid-Atlantic, and beyond.

About Perkins Eastman

Perkins Eastman is a global design firm founded on the belief that design can have a direct and positive impact on people’s lives. The firm’s award-winning practice draws on its 1,100+ professionals networked across 24 studios worldwide. By keeping the user’s needs foremost in the design process, the firm enhances the human experience across the spectrum of the built environment. For more information, visit www.perkinseastman.com.

Images available.