



FOR IMMEDIATE RELEASE

## HOFFMANN ELEVATES KEY STAFF TO SENIOR LEADERSHIP

### Kuriyama, Keenan, Bishop, and Marsoli Earn Promotions

New Haven, Conn. — 8 May 2025 — Hoffmann Architects + Engineers, a design firm specializing in the rehabilitation of building exteriors, announces the promotions of Juan Kuriyama, Larry Keenan, Dan Bishop, and Rob Marsoli, Jr., expanding their leadership responsibilities as senior managers.

#### Juan Kuriyama, AIA to lead Hoffmann’s New York City office

[Juan A. Kuriyama, AIA](#) has been promoted to from Vice President to Senior Vice President and Director, Architecture, and he assumes responsibility for the operation and management of Hoffmann’s New York City office. The office was previously under the direction of [Craig A. Hargrove, AIA](#) and, with Hargrove’s recent appointment as President, Technical Services at Hoffmann, Kuriyama is well positioned to succeed him in the role of New York office manager. One of the owners of the firm, Kuriyama has been with Hoffmann since 1998, and he has proven himself to be a skilled and efficient project manager. Year after year, his project load outpaces that of any other design professional at the firm, yet he finds the time to devote thoughtful attention to every one of his projects. Repeat clients often request him by name, and he has developed a close rapport with many property owners throughout greater New York City.



*Juan A. Kuriyama, AIA  
Senior Vice President  
Director, Architecture*

Even with his impressive project roster, Kuriyama prioritizes mentorship of junior staff, making himself available as a resource to review details, offer guidance on condition evaluations, or demonstrate the correct procedures for conducting investigations and site visits. A Qualified Exterior Wall Inspector (QEWI) certified by the New York City Department of Buildings, he is the firm’s senior expert on the City’s Facade



*Lawrence E. Keenan, AIA, PE  
Senior Vice President  
Director, Technical Services*

Inspection and Safety Program (FISP), advising building owners and managers on compliance investigations and appropriate, long-lasting enclosure repairs. With architecture degrees from Ricardo Palma University in Lima, Peru and from Pratt Institute in New York, Kuriyama has provided design services for noteworthy properties across the metropolitan area, including the Federal Reserve Bank of New York, Kings County Hospital, the Broad Exchange Building, Columbia University, and the New York Stock Exchange.

#### Larry Keenan, AIA, PE to oversee Quality Assurance / Quality Control

[Lawrence E. Keenan, AIA, PE](#) earns a promotion from Senior Vice President and Director, Architecture and Engineering to Senior Vice President and Director, Technical Services. In this role, he directs the firm’s Quality Assurance / Quality Control program, overseeing the architectural and

engineering deliverables produced across all three of Hoffmann's offices. Both a licensed professional engineer and a registered architect, Keenan is uniquely positioned to evaluate the technical accuracy, code compliance, constructability, and performance of the design solutions developed by the firm's design professionals, providing clients with assurance that every Hoffmann project meets the most stringent standards for excellence. Keenan succeeds Russell M. Sanders, AIA in this position, as Sanders has announced his planned retirement in August 2025. As manager of Hoffmann's Connecticut office since 2017, Keenan has the experience to carry on in Sanders' stead, not only holding projects to meticulous standards but also applying his broad technical knowledge to further advance the firm's practice.

Keenan earned his civil engineering degree at the University of Connecticut in 1991, later specializing in the inspection, design, and repair of structures before joining Hoffmann in 1997. Since then, he has earned recognition for his innovations in structural design, garnering two U.S. patents for precast concrete seismic connections. He was among the first to achieve certification in New York City as a Qualified Parking Structures Inspector (QPSI), and his articles and lectures on parking structure distress and failure have earned placement in national industry conferences and publications. As one of the owners of the firm, Keenan has provided architectural and engineering solutions for a broad range of clients, including M&T Bank, Phoenix Life Insurance Company, the Mashantucket Pequot Tribal Nation (Foxwoods Resort Casino), the New York State University Construction Fund, and BMW of North America.

#### **Dan Bishop, AIA named Vice President and Director**

Daniel L. Bishop, AIA gains the corporate title of Vice President, in addition to a promotion from Senior Architect to Director, Architecture. Since 2021, Bishop has overseen the firm's Washington DC office, managing a team of design professionals to see that projects are delivered on time, within budget, and to rigorous technical standards. As Vice President and Director, he assumes greater responsibility for the growth and success of the firm, providing mentorship to junior staff, collaborating with peers in other offices, guiding business development initiatives, and contributing to executive decisions about Hoffmann's trajectory.

An expert in building enclosure performance, Bishop has published technical articles on innovations in low-slope roofing, glazed curtain wall efficiency improvements, bird-safe glazing, and the Zero Waste DC Plan, among other timely topics. One of the owners of the firm, he joined Hoffmann in 2011 after completing bachelor's and master's degrees in architecture from the State University of New York at Buffalo. From restoration designs for Washington DC landmarks such as Union Station, the Smithsonian Freer Gallery of Art, and the National Air and Space Museum to enclosure projects at Verizon in New York and VeriSign in Virginia, Bishop has proven himself a versatile architect with a talent for boosting performance and longevity.



*Daniel L. Bishop, AIA  
Vice President  
Director, Architecture*

## Rob Marsoli, Jr., PE to lead Hoffmann's engineering team



*Robert A. Marsoli, Jr., PE  
Vice President  
Director, Engineering*

[Robert A. Marsoli, Jr., PE](#) has been tapped to head Hoffmann's team of engineers, with a promotion from Senior Engineer to Director, Engineering. In this role, he also earns the corporate title of Vice President. Marsoli will direct engineers across all Hoffmann offices to bring consistency, accuracy, and technical ingenuity to structural rehabilitation projects firm-wide. As a senior leader and one of the owners of the firm, Marsoli supervises junior staff to see that Hoffmann's exacting standards for project documents and construction administration drive every project. He also provides guidance to emerging professionals at Hoffmann in building their experience, knowledge, and credentials as they prepare to manage projects independently.

Marsoli has been with Hoffmann since 2007. He earned his civil engineering degree from Northeastern University, and he is certified as a Qualified Parking Structures Inspector (QPSI) in New York City, a designation that enables him to provide garage inspections pursuant to the City's Periodic Inspection of Parking Structures (PIPS) program. His technical articles on parking structures and masonry have appeared in leading industry publications, as well as the Building Research Information Knowledgebase from the National Institute of Building Sciences and the American Institute of Architects. Marsoli's work includes parking garage projects for Eversource Energy, Saint Francis Hospital (Hartford CT), Fordham University, and the Hospital of Central Connecticut, as well as structural rehabilitation for Aetna, the State of Connecticut, and Columbia University.

## A leadership team to guide Hoffmann's growth

With Juan Kuriyama leading the New York office, Larry Keenan overseeing all architectural and engineering services, Dan Bishop expanding his role as manager of the Virginia office, and Rob Marsoli, Jr. directing the engineering team, Hoffmann is well positioned to build on nearly five decades of leadership in building enclosure rehabilitation, bringing new technologies and innovative strategies to the time-honored field of exterior restoration.

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Founded in 1977, Hoffmann Architects + Engineers specializes in the rehabilitation of the building enclosure. The firm's work focuses on the exteriors of existing structures, diagnosing and resolving deterioration within facades, roofing systems, windows, waterproofing materials, plazas/terraces, parking garages, and historic and landmark structures. We provide consulting services for new building construction, as well as litigation and claim support. Our technical professionals investigate and correct damage resulting from time and weather, substandard or improper construction, design defects, material failures, poor workmanship, structural movement, and stress. To learn more, visit [www.hoffarch.com](http://www.hoffarch.com).